MANUFACTURERS RECORD

Wake-Up

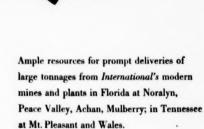
SINCE the end of the War Between the States—less than ninety years ago, through the vicissitudes of depressions and wars, we have advanced our nation from international impotence to a position of world leadership. This has been accomplished, not through aggression, but by means of our free, dynamic, American way of life, that advances material progress—the foundation of individual happiness and well-being.

In this same period, we, in the South, starting with a warravaged and bankrupt land have made greater economic and social strides than any people in history have ever made.

We have demonstrated what a free people, in a free economy can accomplish.

But in spite of this, our system of American free enterprise, the source of our strength, at home and abroad, is in jeopardy. It is being attacked as reactionary and inhuman by radicals and demagogues, and it is distorted in our schools while either Utopian or discredited systems are being idealized. Today, its critics are many and irresponsible.

We must refute them. They, and their schemes, must be shown up for what they are. If not, our apathy, or blind allegiance to a stolen party label will prove to be our curse, and lead us to national oblivion. high grade
International
phosphate





PHOSPHATE DIVISION

- phosphate for the manufacture of complete plant foods
- natural ground rock phosphate for direct application to the soil
- phosphate for the manufacture of industrial chemicals

INTERNATIONAL MINERALS & CHEMICAL CORPORATION

General Offices: 20 North Wacker Drive, Chicago 6

This advertisement is appearing currently in magazines reaching fertilizer manufacturers



Jeffrey Belt Conveyors are used for long hauls—both horizontally and on the incline. Jeffrey Steel Apron Conveyors (left) for large capacities and short hauls. Both available in widths to suit requirements.

When most people think of coal they think of Jeffrey. That's a good habit to get into for Jeffrey moves a lot of coal in a year's time by some method or other. Two ways are shown here... two ways of moving large tonnages day after day.

If you want to speed coal (or other loose bulk material) on its way—tell us about it. Likely we have worked out the best possible way to do it, using hundreds of installations in the past. Your handling problem may be different. Give us a chance at it. Our engineers will be glad to help you. Write today.

TEFFIEL

MANUFACTURING COMPANY Established 1877
726 North Fourth St., Columbus 16, Ohio

Baltimore 2 Boston 16 p'eckley, W, Va. Buffulo 2 irmingham 3 Chicago 1

Cleveland 15 Denver 2 rel, Canada Makafield, Faring

Detroit 13 Houston 2 5 Forty Fort, Pa. Jacksonville 2 Harlan, Ky. Milwaukee 2

New York 7 St. Louis 1 2 Philadolphia 3 Salt Lake City 2 Pittsburgh 22

The Gallon from Works & Mfg. Co., Gallon and Bucyrus, (
Gallon (Great British Ltd.), Wekefield, England
The Obio Mallouble Iron Co., Columbus, Obio

Complete Line of Material Handling, Processing and Mining Equipment





Mack H. Fairburn, pipe fitter photographed by Fritz Henle at the Cities Service Lake Charles refinery, says a mechanic's best friend is his monkey wrench.

The Care and Feeding of Monkey Wrenches

THE MONKEY WRENCH is a creature with a long tail and adjustable jaws. It is called a monkey wrench because an early-day nut-tightener with a vivid imagination thought it looked like a monkey. Given the proper treatment, fed a few drops of oil at reasonable intervals, it performs capably such services as building and repairing machinery by adjusting essential nuts and bolts.

Persons with destructive tendencies have been known to throw monkey wrenches in the social, industrial and economic works. This is not recommended. If more people throughout the world were kind to monkey wrenches, and used them for the purposes for which they were intended, a lot of monkey wrenches and a lot of people would be a lot happier. Customers bought \$800,000,000 worth of Cities Service products and services last year—more than ever before in history. This growing customer acceptance,* we think, is due to the fact that the 40,000 Cities Service employees and dealers use their monkey wereches constructively.

> *1946 \$333,175,447 1950 \$693,384,685 1951 (est.) \$800,000,000

CITIES



SERVICE

Quality Petroleum Products

MANUFACTURERS RECORD

ESTABLISHED 1881

Devoted to the Industrial Development of the South and Southwest



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February 1952

Number 2

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The South's Local Service Airline

A VITAL LINK in the TRANSPORTATION SYSTEM of the SOUTH.

Southern Airways offers fast, direct, daily flights from 32 leading cities, of which 12 are served exclusively by Southern.

YOU CAN FLY OVER AND BACK THE SAME DAY

on many Southern Airways "commuter" flights. . . . You can rent a car at your destination if you wish. . . . You can fly and "charge it" with a convenient no-deposit charge account on Southern. Ask about these and other Southern Airways services.



NO MATTER WHERE YOU WISH TO GO BY AIR,

write, wire, or phone your local Southern Airways office for full details, reservations.



General Offices — Municipal Airport BIRMINGHAM

Sales Offices — Municipal Airport
ATLANTA

ONE SOURCE



Paper mill of the Riegel Carolina Corporation, Wilmington, (Acme) North Carolina. J. E. Sirrine Company, Engineers, Greenville, South Carolina. C. M. Guest and Sons, General Contractors, Anderson, South Carolina.

structural steel,
tanks and
plate work
fabricated
and
erected by

INGALLS

The INGALLS Iron Works Company

BIRMINGHAM, ALABAMA

Sales Offices: New York, Chicage, Pittsburgh
Plants: Birmingham, Ala., Verene, Pa., North Birmingham, Ala., Pascagoula, Miss., Decatur, Ala.

Productive Enterprise Holds Spotlight

Distributive Trades Are Logically Running Behind As More of National Product Goes Into Government Channels

As data are verified and reconciled for the latest months of 1951, it becomes fairly evident that the business year as a whole will do well to match the results of 1950.

Dollar value of all business transactions for the year just closed will exceed that of 1950 by a considerable margin —in the neighborhood of eight per cent.

But when the contribution of higher prices is taken into consideration, the apparent gain is completely wiped out.

Considered as the total of all business transactions are the sales and/or receipts of farming, mining, construction, manufacturing, utilities, finance, trade and services.

For the United States as a whole, these sales or receipts totaled \$703 billion over the first 11 months of 1951, and \$650 billion for the same period of 1950.

As noted, this represents a dollar gain of eight per cent.

As between the two periods, however, the general average of all commodity prices was over ten per cent higher for the 1951 period than for 1950.

This means an actual net loss of some two per cent in physical turnover of goods and services.

When the nature of the loss is considered, a more optimistic result is obtained.

In the first place, the loss occurred entirely in the secondary or supplementary industries, with productive enterprise of all kinds showing impressive gains.

Farming, with value of production up over 16 per cent; mining output up over 20 per cent; construction put in place up nine per cent in the Nation and 11 per cent in the South; and manufacturing output up 12 per cent, it is obvious that the volume of physical units of production was greater in 1951 than in 1950.

Furthermore, it also appears likely that a gain of this nature would have been even more substantial were it not for regulations that retard the free flow of enterprise.

One of these regulations is that affecting the wage rates of productive workers. During the early months of 1951, the work week averaged better than 41 hours.

As wage rates advanced, however, and compensating price raises were not obtainable under current regulations, the time-and-a-half provision of the wage law obviously made productive effort unprofitable above the forty hour yel.

In consequence, the average work week has steadily declined during recent months until it now stands barely above 40 hours.

Without debating the merit of rigid wage rate fluation, it is unquestionably a pertinent point to consider whether or not time and a half is not too high a penalty for overtime work.

It is universally accepted that higher output at an unchanged price level results in more profitable operation. This by reason of the fact that fixed charges are thereby distributed over a greater spread of unit production.

When, however, this advantage is offset by a cost of production fifty per cent higher than normal, the incentive to seek unlimited output can be completely canceled out.

Despite the declining workweek, additions to the productive work force, and improvements along technological lines made a higher physical turnout possible. And, from the present outlook, continuation of this upward trend appears quite likely during 1952.

Returning to the matter of net loss in total business turnover, it is easy to perceive that the full burden fell upon the distributive trades.

With a larger and larger volume of the national product going into government channels, it is logical that these industries should sag to a relative degree.

The greater portion of goods taken from industry by the government consists of ordnance and related items. These rarely pass through the hands of distributors, and thereby are being diverted from the normal peacetime routes of distribution.

This is not to say that the distributive trades will necessarily remain in a state of doldrum.

With the national economy expanding at its present rate, it appears more than likely that fewer months than are usually predicted will see a flow of commodities that will fulfill the requirements of all elements of the national economy.

This appears particularly true of the South where the rate of expansion exceeds that of the United States at large.

(Continued on page 9)

HORTON TANKS ...Built to Serve Specific Needs

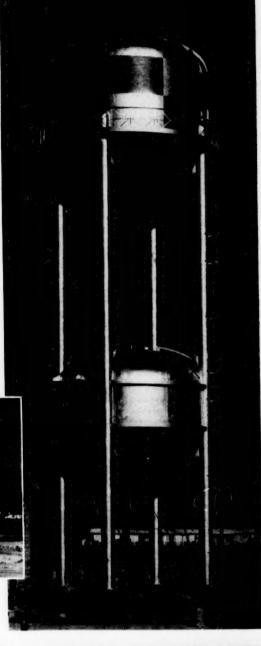


HORTON steel storage tanks are daily playing an important part in the operation of the Hialeah, Florida, shops of the Seaboard Airline Railroad.

The highly functional structure at the right serves three purposes. It provides water (1) for use in the shop area, (2) for cooling radiators, and (3) for use in diesel locomotives. The characteristics of water required for these different uses necessitated the building of a structure with three separate storage units. The upper tank, which has a capacity of 50,000 gals., supplies water for domestic use. The lower tank has a gross capacity of 35,000 gals, and supplies cooling water for radiators. In addition, it has a 3,000-gal. compartment on the inside to store water for diesel engines. There are, of course, three separate sets of piping-one for each type of water.

The flat-bottom fuel tank illustrated below is used to store diesel fuel oil which is shipped to Hialeah in tank cars.

For more information about either elevated or flat-bottom storage facilities, write our nearest office.



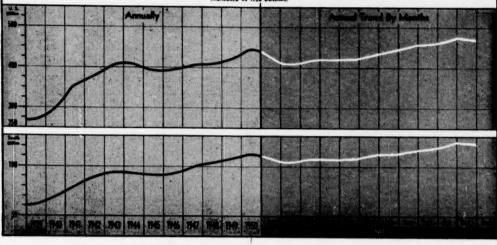
Above: 250,000-gal. Horton fuel oil tank 37 ft. in diam. by 32 ft. high at Hialeah, Fla. Right: Upper elevated tank has a capacity of 50,000 gals. Lower tank holds 35,000 gals. and has a 3,000-gal. tank inside it.

CHICAGO BRIDGE & IRON COMPANY

PLANTS IN BIRMINGHAM, CHICAGO, SALT LAKE CITY AND GREENVILLE, PENNSYLVANIA

PHYSICAL VOLUME

OF
ALL GOODS TURNED OUT BY PRIVATE ENTERPRISE



Trend Indicators

(Continued from page 7)

| Farm | Marketings | (S Mil.) |
|------|------------|----------|
| | | |

| | Nov. | Oct. | Nov. |
|---------------|---------|---------|---------|
| | 1951 | 1951 | 1950 |
| South | \$1.591 | \$2,147 | \$1.227 |
| Other States | \$2,492 | \$2,869 | \$2,034 |
| United States | \$4,083 | \$5,016 | \$3,261 |

Mineral Output (\$ Mil.)

| | Nov. 1951 | Oct.* | Nov. 1950 |
|----------------------------------|--------------|---------|--------------|
| South Other States United States | \$ 549 | \$ 554 | \$528 |
| | \$ 521 | \$ 529 | \$439 |
| | \$1,070 | \$1,083 | \$967 |

Construction Put in Place (\$ Mil.)

| | Nov. | Oct. | Nov. |
|---------------|---------|---------|---------|
| | 1951 | 1951 | 1950 |
| South | \$ 811 | \$ 865 | \$ 819 |
| Other States | \$1,683 | \$1,828 | \$1,740 |
| United States | \$2.494 | \$2.693 | \$2.559 |

Manufacturers' Sales (\$ Mil.)

| | Nov. | Oct. | Nov. |
|---------------|----------|----------|----------|
| | 1951 | 1951 | 1950 |
| South | \$ 4,801 | \$ 4,896 | \$ 4,349 |
| Other States | \$16,855 | \$17,103 | \$15,431 |
| United States | \$21,656 | \$21,999 | \$19,780 |

Electric Output (Mil. kw-hrs.)

| | Nov. | Oct. | Nov. |
|---------------|--------|--------|--------|
| | 1951 | 1951 | 1950 |
| South | 11,404 | 11,543 | 10,213 |
| Other States | 25,909 | 26,232 | 23,859 |
| United States | 37.313 | 37.775 | 34.072 |

Bank Debits (\$ Mil.)

| | Nov. | Oct. | Nov. |
|---------------|-----------|-----------|-----------|
| | 1951 | 1951 | 1950 |
| South | \$ 26,631 | \$ 27,493 | \$ 23,712 |
| Other States | \$105,509 | \$111,716 | \$ 99,832 |
| United States | \$132,140 | \$139.209 | \$123 K44 |

Commodity Prices (1926 - 100)

| | | Nov. | Oct. | Nov |
|-------|---------|-------|-------|------|
| | | 1951 | 1951 | 1956 |
| J. S. | Average | 177.4 | 177.6 | 171. |

Carloadings (000)

| | Nov. 1951 | Oct. | Nov. |
|---------------|--------------|-------|-------|
| | 1931 | 1951 | 1950 |
| South | 1.066 | 1,177 | 1,207 |
| Other States | 2,089 | 2,301 | 2,264 |
| United States | 3,155 | 3,478 | 3,471 |
| | | | |

Retail Sales (\$ Mil.)

| | Nov. | Oct. | Nov. |
|---------------|----------|----------|----------|
| | 1951 | 1951 | 1950 |
| South | \$ 3,926 | \$ 4,028 | \$ 3,555 |
| Other States | \$ 9,581 | \$ 9,898 | \$ 9,048 |
| United States | \$13,507 | \$13,926 | \$12,603 |

Average Work Week (Hours)

| | Nov. | Oct. | Nov. |
|---------------|------|------|------|
| | 1951 | 1951 | 1950 |
| Manufacturing | 40.3 | 40.4 | 41.1 |

(Continued on page 10)

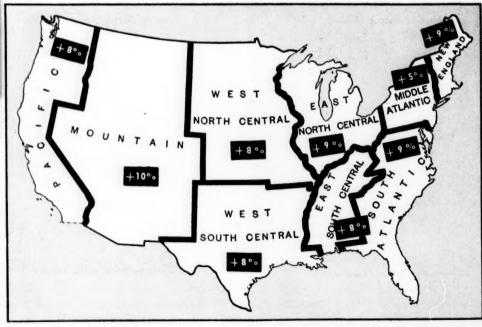
-NATIONAL BUSINESS VOLUME-

(Continued from page 9)

Business Volume by Regions (\$ Million) 1st 11 Mos. 1951 Compared With 1st 11 Mos. 1950

| Region | | Farm- ing | Min- ing | Con- struc- tion | Manu- factur- ing | Util- ities | Fi- nance | Whole- sale Trade | Re- tail Trade | Serv- ice Trade | Busi- ness Volume | % |
|------------|------------|----------------------|-------------------------|------------------------|---------------------------|----------------------|----------------------|----------------------------|-------------------------------|-----------------------|-------------------------|------|
| New Eng. | '51 '50 | \$ 820 703 | \$ 44 38 | \$ 1,661 1,416 | \$ 16,605 14,545 | \$ 1,771 1,720 | \$ 2,066 1,975 | \$ 10,267 9,882 | \$ 9,135 8,345 | \$ 1,655 1,551 | \$ 44,024 40,175 | + 9 |
| Mid, Atl. | '51 '50 | 2,340 2,004 | 1,332 | 5,423 5,135 | 54,752 49,659 | 7,688 7,257 | 8,262 7,862 | 54,218 53,763 | 28,178 27,244 | 7,982 7,326 | 170,175 161,363 | + 5 |
| E. N. Cen. | '51 '50 | 6,450 5,412 | 1, 026 876 | 5,092 4,585 | 68,683 | 6,889 6,406 | 5,145 4,910 | 41,943 39,081 | 30,428 28,689 | 5,928 5,661 | 171,584 156,631 | + 9 |
| W. N. Cen. | '51 '50 | 8,504 7,066 | 887 674 | 2,193 2,034 | 16,617 14,582 | 3,305 3,009 | 2,278 2,108 | 20,919 20,432 | 13,514 12,947 | 2,147 1,963 | 70,364 64,815 | + 8 |
| S. Atl. | '51 '50 | 4,022 3,297 | 1,214 951 | 4,188 3,664 | 22,264 19,989 | 3,860 3,521 | 2,702 2,505 | 15,997 15,509 | 16,575 15,142 | 2,837 2,648 | 73,659 67,226 | + 9 |
| E. S. Cen. | '51 '50 | 2,372 1,947 | 799 681 | 1,306 | 8,835 8,073 | 1,572 | 939 868 | 7,816 7,524 | 6,895 6,451 | 1,153 | 31,687 29,326 | + 8 |
| W. S. Cen. | '51 '50 | 3,737 3,475 | 4,032 3,490 | 2,873 2,538 | 13,453 | 2,991 2,874 | 1,792 | 12,165 | 11,845 | 2,075 1,910 | 54,963 50,976 | + 8 |
| Mount. | '51 '50 | 2,297 1,936 | 1, 266 913 | 1,201 | 3,485 3,176 | 1,327 | 611 544 | 4,052 3,892 | 4,670 4,46 7 | 820 731 | 19,729 17,923 | +10 |
| Pacif. | '51 '50 | 3,284 2,942 | 1,1 94 857 | 3,339 3,172 | 19,284 16,385 | 3,381 3,158 | 2,798 2,604 | 16,037 15,728 | 1 4,253 13,837 | 3,556 3,272 | 67,126 61,955 | + 8 |
| U. S. | '51 '50 | 33,826 28,782 | 11, 794 9,593 | 27,276 24,917 | 223,978 199,321 | 32,784 30,541 | 26,593 24,960 | 1 83,414 177,840 | 1 35,493 128,297 | 28,153 26,139 | 703,311 650,390 | + 0 |
| % | | +17 | +23 | +9 | +12 | +7 | +6 | +3 | +5 | +7 | +8 | 7830 |

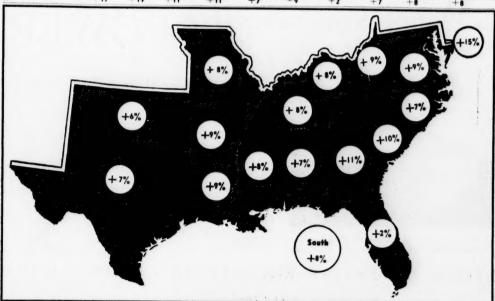
National Average +8



-SOUTHERN BUSINESS VOLUME-

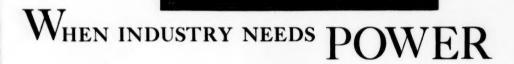
Business Volume by States (\$ Million)
1st 11 Mos. 1951 Compared With 1st 11 Mos. 1950

| State | | Farm- | Min- | Con- struc- tion | Manu- factur- ing | Util- ities | Fi- nance | Whole- sale Trade | Re- tail Trade | Serv- ice Trade | Busi- ness Volume | % |
|--------|------------|-------------------|--------------------|--------------------------|-------------------------|-------------------|--------------------|-------------------------|----------------------|-----------------------|-----------------------------|-----|
| Ala. | '51 '50 | \$ 543 421 | \$ 148 109 | \$ 344 340 | \$ 2,294 2,313 | \$ 411 387 | \$ 258 243 | \$ 1,513 1,479 | \$ 1,700 | \$ 296 272 | \$ 7,707 7,164 | + 7 |
| Ark. | '51 '50 | 618 531 | 113 75 | 261 199 | 818 744 | 253 238 | 114 | 802 788 | 1,137 | 159 | 4,275 3,923 | + 9 |
| D. C. | '51 '50 | | 200E | 292 254 | 200 206 | 225 218 | 368 315 | 1,290 | 1,520 | 319 267 | 4,214 3,909 | + 7 |
| Fla. | '51 '50 | 446 421 | 66 54 | 718 | 1,033 920 | 531 501 | 447 442 | 2,134 2,248 | 2,611 | 432 455 | 8,418 8,212 | + 2 |
| Ga. | '51 '50 | 777 564 | 31 25 | 553 483 | 3,363 3,022 | 550 509 | 363 342 | 3,141 | 2,228 | 428 392 | 11,434 | +11 |
| Ky. | '51 '50 | 623 524 | 462 412 | 288 271 | 2,627 2,344 | 468 436 | 224 206 | 1,979 | 1,939 | 300 275 | 8,910 8,243 | + 8 |
| La. | '51 '50 | 403 349 | 645 545 | 460 459 | 2,389 2,104 | 630 582 | 291 250 | 2,159 | 1,840 | 304 265 | 9,121 8,315 | + 9 |
| Md. | '51 '50 | 308 258 | 14 | 616 | 3,508 2,897 | 578 552 | 449 436 | 2,340 | 2,256 | 390 368 | 10,459 | +15 |
| Miss. | '51 '50 | 612 508 | 116 | 192 | 899 825 | 221 215 | 113 | 920 897 | 1,052 | 153 143 | 4,278 3,951 | + 8 |
| Mo. | '51 '50 | 1,302 | 89 85 | 589 547 | 5,120 4,607 | 1,013 | 785 719 | 7,065 6,864 | 3,732 3,463 | 767 663 | 20,462 | + 8 |
| N. C. | '51 '50 | 1,074 | 18 | 649 516 | 5,677 5,294 | 549 476 | 325 281 | 2,833 | 2,419 | 427 391 | 13,971 | + 7 |
| Okla. | '51 '50 | 635 563 | 525 459 | 372 323 | 1,489 | 392 366 | 263 241 | 1,630 | 1,717 | 317 299 | 7,340 | + 6 |
| S. C. | '51 '50 | 473 327 | 10 | 377 277 | 2,460 2,274 | 210 | 127 | 926 884 | 1,409 | 188 | 6,919 | +10 |
| Tenn. | '51 '50 | 594 494 | 73 59 | . 482 451 | 2,815 2,591 | 472 427 | 344 315 | 3,404 | 2,204 2,083 | 404 387 | 5,570 10,792 | + 8 |
| Tex. | '51 '50 | 2,081 | 2,749 | 1,780 | 8,757 7,691 | 1,716 | 1,124 986 | 7,574 7,550 | 7,151 6,709 | 1,295 | 9,968 34,227 | + 7 |
| Va. | '51 '50 | 636 543 | 136 125 | 662 551 | 3,780 3,359 | 644 589 | 400 362 | 1,959 | 2,388 2,150 | 400 | 31.820 11,005 | +10 |
| W. Va. | '51 '50 | 190 | 937 709 | 204 216 | 1,691 | 425 383 | 143 | 956 952 | 1,369 | 366 202 185 | 9,976 | + 9 |
| South | '51 '50 | 11,315 9,677 | 6,133 5.208 | 8,839 7,907 | 49,120 | 9,308 8,683 | 6,138 5,603 | 42,625 41,521 | 38,672 35.893 | 6,781 6,250 | 5,614 178,931 164,863 | + 8 |
| % | | +17 | +19 | +11 | +11 | +7 | +9 | +2 | +7 | +8 | +8 | |





Steam Station at Moss Landing, California, designed and being constructed for Pacific Gas and Electric Company.





Central Boiler House and Water Treating Plant for National Tube Division, United States Steel Company

The experience of Stone & Webster Engineering Corporation is available to utilities or industries requiring facilities for steam or electric generation. The work of the Corporation in the steam power station field aggregates in excess of 8,800,000 kw in capacity, equivalent to about 16% of the utility steam generating capacity in the United States.



STONE & WEBSTER ENGINEERING CORPORATION

A SUBSIDIARY of STONE & WEBSTER, INC.

NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

American Woolen Co., Robert H. Mont-gomery, Boston, Mass., announced plans for construction of one or more mills in South.

ALABAMA

ANNISTON - Turner Dairy Co. to erect Dairy Building, Richard Boinest, 1021 Mont-vue Ave., Archt.

vue Ave., Archt.

BIRMINGHAM—Parker Sno-Brite Laundry
plans remodeling building, 2408 Avenue G.
Miller, Martin & Lewis, Title Guarantee
Bldg., Birmingham, Archts.

BIRMINGHAM—Seymour B. Kronenberg
plans \$40,000 office and warehouse, 7th St. &
2nd Ave. N. Martin J. Lide, Brown-Marx
Bldg, Birmingham, Archt.

BIRMINGHAM — Southeastern Metals Co... Robert T. Harris, Pres., 3925 N. 29th St., tube plant addition.

GABSDEN—Goodyear Tire & Rubber Co., erecting \$1,600,000 warehouse and office building. Horace Weaver, Swann Bidg., Bir-mingham, Archt.

HAMILTON—City, J. P. Lunsford, let con-act for Manufacturing Plant Building for arion Mills: cost \$300.000. Lawrence S. hitten, Brown-Marx Bidg., Birmingham,

McINTOSH—Calabama Chemical Co., Ben-on H. Wilcoxon, Vice-Pres., to erect \$500,000

SHAWMUT — West Point Manufacturing Co., G. N. Davidson, Purch. Agent, planning addition to Mill No. 2. Robert & Co. Assoc., 96 Poplar St., N.W., Atlanta, Ga., Archts.-

TRUSSVILLE—Appleton Electric Co., Chicago, Ill., c/o Z. B. Greer, Brown-Marx Bldg., Birmingham, plans \$1,000,000 manufacturing plant

ARKANSAS

LITTLE BOCK — Boyd Dairy Co. propose \$150,000 plant. 3334 Fair Park Blvd. MALVERX—Universal Dic Casting & Man-ufacturing Corp., Saline, Mich., acquired plant of Vermer Corp., Los Angeles, Calif.; will operate it as Glenvale Products Corp.

MENA—Rex Tobey, Denver, Col., acquired site for 50-ton mill for processing manganese

NORTH LITTLE ROCK—Delta Insecticide & Chemical Co., affiliate of Stauffer Chemical Co., New York, to erect \$100,000 steel and concrete plant near 12th & Cedar Sts.

FLORIDA

CORAL GABLES—D. A. Pruitt, 1122 S.W. 17th Ave., Miami, plans industrial building, 4227 Ponce de Leon Blyd., W. W. Baggesen, 250 N.E. 47th St., Miami, Archt.

DADE COUNTY — Associated Warehouse orp., George Collins, Miami International irport, Miami, plan industrial building, 7377. W. 25th Ave.

N.W. 25th Ave.

DADE COUNTY—Dixle Plywood Co., 3727
N.W. 54th St., plan warehouse: cost \$97,696.

DADE COUNTY—J. J. Kiee, 1031 S.W. 42d
Ave., Mlaml, to construct \$38,400 factory,
4060 N.W. 29th. LeRoy K. Albert, 2146 Ponce
de Leon Blud., Coral Gables, Arch.

JACKSONVILLE—Foley Lumber & Export Co. have certificate of necessity for installation of dry kilns, \$46,850.

MIAMI — Conn Supply Co., 7300 N.E. 1st Place, plans warehouse addition, 7350 N.E. 1st Place, cost \$28,000.

MIAMI—Florida World's Fair, Inc., Hollis Rinehart, Pres., acquired 1,000 acres in Dade & Broward Counties for World's Fair in 1953-

MIAMI—Edward J. Gerrits, 3455 N.W. 2nd Ave., to construct factory, 2535 N.W. 5th Ave. A. L. Klingbeil, 8365 N.E. 2nd Ave., Archt. PALATKA—McLean Iron Works, Inc., has

MIAMI—Miami Post Publishing Co., 1942 N.W. 1st Court, plan \$28,000 printing plant, 1944 N.W. 1st Place, Herbert Rosser Savage, 3008 Coral Way, Archt.

GEORGIA

ATLANTA — Armour Fertilizer Works Armour Station, plan office building. John W Cherry, 1429 Peachtree St., Atlanta, Archt.

DeKALB COUNTY — Georgia Power Co. Land Dept., Electric Bldg., planning a South-east Operating Headquarters. Fuller & Beckett, 88 Walton St., N.W., Atlanta, Ga.

WINDER—Nunnally & McCrea Co., Atlanta, has acquired business and major assets, including plant equipment and trade names of Bell-Grade Manufacturing Co.

LOUISVILLE — Louisville Gas & Electric o. plans \$16,000,000 expansion.

LOUISIANA

CHALMETTE — Kaiser Engineers, Inc., plan 1-story temporary frame testing laboratory and warehouse building.

CROWLEY — Southern Bell Telephone & Telegraph Co. plan one-story addition to Telephone Exchange Building: cost approx.

KENNER—Delta Match Corp. propose re-inforced concrete foundations over creosoted and untreated piles for boiler, self-supporting smokestack and elevated water tank, to cost \$31,421.

New and Expanding Plants

Reported in January-1952 132

Reported in January-1951

NEW ORLEANS—M. J. Astugue, 4616 Bien-ville Ave., to erect one-story laundry receiv-ing station building, Tulane Ave. and S. Gay-oso St. Patrick M. Allison & Assocs., 315 St. Charles St. Archts.-Engrs. NEW ORLEANS—Flint Ink Co. making re-pairs and atterations to building, 1041 Jeffer-son Davis Parkway.

on Davis Parkway.

NEW ORLEANS — Edwin H. Fitler Co..

Boston, Mass., plans manufacturing building.
Florida Ave. Wharf on Industrial Canal.

NEW ORLEANS—Vivian J. Geipi Co., 4518 Thaila St., plan 1-story warehouse, 3001 Erato St.; cost \$52,500.

NEW ORLEANS — National Biscuit Co. planning alterations and additions to build-ing. Julia and Tchoupitoulas Sts., \$90,758. Jules K. De La Vergne, Pere Marquette Bidg..

NEW ORLEANS—New Orleans News Co., 214 Decatur St., to remodel building, 1111 S. Peters St., \$65,800, Andry & Feitel, Caron-delet Bildg., Archts.

NEW ORLEANS — New Orleans Union Passenger Terminal Committee plan 2-story Coach & Pullman Service Building in Termi-nal Coachyard, between Claiborne and Broad

NEW OBLEANS — Schayer & Badinger, Inc., plan automobile repair shop and office building, 200 block Tchoupitoulas St.; cost \$70,394.

NEW ORLEANS—Mark C. Smith & Son. 4648 St. Roch Ave., submitted bid of \$19,900 for 1-story sales building, Franklin Ave. near Dreux Ave. August Perez & Assocs., Audubon Bidg., Archts.

SHREVEFORT — Allen Construction Co., 509 Market St., submitted bid of \$45,370 for Motor Freight Terminal, office building and drivers' residence. Walker & Walker & Assocs., Slattery Bidg., Archts.

SHREVEPORT — Rountree Olds - Cadillac Co., William Rountree, Pres., acquired 2-

acre tract, Southern & St. Vincent Aves., for new sales and service facilities.

SHEEVEPORT—H. L. Rowiey, Inc., plans one-story office building, Montgomery St., in Agurs; cost \$36,799. William S. Evans, Ardis Bldg., Archt.

SHREVEPORT — Southern Beil Telephone o. plans new dial telephone office building, st. cost \$500,000.

RAYNE—Bruning Construction Co., P. O. ox 210. Crowley, has contract for new structure to house Savole Tractor & Implement o., on U.S. 90, W. of Rayne.

WESTWEGO — Robinson Canning Co. to build canning plant. Favrot, Reed, Mathes & Bergman, Nola Bldg., New Orleans, Archts.

MARYLAND

BALTIMORE — Koppers Co., Inc., Metal Products Div., Walter F. Perkins, Vice-Pres., 200 Scott St., acquired former plant of K. Hettleman & Sons, Inc., 1400 Bush St.

BALTIMORE—Western Maryland Dairy to iden bridge, 1125 Linden Ave.

BALTIMORE COUNTY—Clark Machine & 'elding Co., 8330 Pulaski Highway, plans ddition to repair shop, Old Philadelphia load & Shafers Lane; cost \$25,000.

BALTIMORE COUNTY-The Reisterstown umber Co. plans warehouse, Old Hanover

BALTIMORE COUNTY—Isadore Shummer, 613 Edmondson Ave., plans storage build-ng addition, 6500 Frederick Road.

HAGERSTOWN—Fairchild Engine & Air-plane Corp., making addition to airplane plant, Fordyce & Hamby, 70—40th St., New York, N. Y., Archts.

MISSISSIPPI

ABERDEEN—Mayor & Board of Aidermen to sell \$60,000 industrial bond issue for ac-quiring, owning, operating or leasing manu-facturing plant for processing Dairy Prod-ucts as a municipal enterprise.

INDIANOLA — Ludiow Manufacturing & Sales Co., Malcolm Stone, Pres., plans new manufacturing plant; est. cost \$700,000.

McCOMB—City to vote on \$150,000 bond issue to finance a building for Croft Steel Co.
McCOMB—McComb Milling Co., Inc., has
\$50,000 RFC loan.

SOURD RFC loan.

MERIDIAN — City plans factory building for lease to Textron Mississippi, Inc.; est. cost 36,500,000. The Associate of Architects of Meridian, Bill Archer, Morris L. McNair, L. L. Brassfield & Krouse & Yarbrough.

SARDIS—City plans \$200,000 bond issue for acquiring and building factory for lease to Sardis Luggage Co.

SENATOBIA — Town approved \$375,000 ond issue for plant for Mylan Manufacturing to., shirt maker.

VICKSBURG—Spencer Chemical Co., Pitts-burg, Kans., plan \$14,000,000 chemical plant.

MISSOURI — Standard Oil Co. of Indiana plans 316-mile products pipeline from Sugar Creek Refinery, Mo., to Dubuque, Iowa.

NECK CITY — American Zinc, Lead & Smelting Co., and Brown & Root, inc. Houston, Jointly opening and operating Quick Seven Zinc-Lead mines; to construct 2,000-ton-per-day concentrating mill.

ST. LOUIS—Berlinger Dairy Co., 3414 Indiana Ave., plan dairy building, northeast cor. Cherokee & Illinois, cost \$39,340. Arthur B. Rathert, 3615 S. Grand Blvd., Archt.

ST. LOUIS—Johnston Tinfoil Co., 610 Broadway, plan storage building, 137 Iron cost approx. \$27,000.

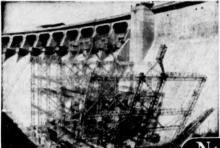
ST. LOUIS—Missouri-Pacific Railroad Co. Missouri Pacific Bidg., 1218 Olive St., to build yard office and locker room, 704 S. 2nd St. cost \$40,000.

cost 340,009.

ST. LOUIS—Joseph Nesser Motors, Inc., 3700 Chippewa, plan office and auto sales room, 6536 Chippewa.

ST. LOUIS—Nu-Process Brake Co., 2910 Olive, plans garage addition, 2917 Pine St. ST. LOUIS—C. Ralio Contracting Co., Inc., 5000 Kemper Ave., to construct office and warefrouse, Arsenal St. west of Hereford. Julius E. Tarling, 2907 N. Grand Blvd., Archt.

(Continued on page 14)



THE Hashvillo Bridge Company will gladly quote so stru tural steel requirements anywhere in the South and South of steel requirements unyweste in the section of intricate Our skill in the tobrication and erection of intricate west. Our skill in the tobrication and practice of intricate steal structures is well-known. We are particularly qualified to supply the Power Distributing ladustries with transmission to supply the Fower Distributing Industries with tresmissies towers and switchyard structures;—hot-dip galvesized artifection. Fobrication and eraction of both steel and machinery for movable type bridges is a specialty. to Noshville for simple steel requirements as well as befricate structural jobs.

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ASHVILLE BRIDGE COMPANY HASHVILLE, TENN .. - BESSEMER, ALA.

NEW AND EXPANDING PLANTS

(Continued from page 13)

Continued from page 13)

NORTH CAROLINA

ASHEVILLE—Oerlikon Tool & Arms Corporation of America, Lt. Gen, K. B. Wolfe (Retired). Pres., plan multi-million-dollar plant for producting armament items and possible machine tools. In addition, company and the company of the continuation of t

Ave. Archis.-Engrs.
CHARLOTTE.-Southern Dairies, Inc., 60 M
St. N.E., Washington, D. C., propose ice
cream and milk plant. Wm. C. Stohldrier,
125 Barkway Rd. Bronsville, N.Y., and J. N.
Pease & Co., Assoc. Archts., Charlotte, Archts.

nts. DURHAM—J. O. Cobb & Co. to build \$67,-33 office building, Archie R. Davis, Durham.

GANTONIA — Southern Bell Telephone & GANTONIA — Southern Bell Telephone & Telegraph Co., Inc., Atlanta, Ga., pian alterations and additions. Armistead & Saggus. Candler Bidg. Atlanta, Archts.-Engrs. HIGH POINT—Blair Park Furniture Manufacturing Corp. announces that a manufacturer of television and other electronic products will buy or lease for five years, the former Strickland Furniture Corp. Building. South Main St.

TROY — Marcia Corp., Charlotte, acquired Smitherman Cotton Mills; plan Improvements.

ments.
WHITEVILLE—Columbus Holding Corp.,
C Blon Sears, Pres., propose plan for manufacture of denim products.

OKLAHOMA

DUNCAN —Sunray Oil Corporation plan hy-drofluoric acid alkylation unit, cost \$1,700,000. OKLAHOMA CITY —Minneapolis-Moline Co. Charles Schoenecke, Mgr., announced plans for new building.

OKLAHOMA CITY—Pittsburgh Plate Glass Co., Richard J., Jones, Mgr., plans \$300,000 warehouse, N.E. 42nd & Santa Fe. OKLAHOMA CITY—Shrimpton Supply & Manufacturing Co., Eugene W. Hansen, Mgr.,

Manufacturing Co., Eugene W. Hansen, Mgr., plans \$45,000 building. PONCA CITY — Continental Oil Co. plans expansion of Ponca City Refinery, cost ap-prox. \$7,500,000.

SOUTH CAROLINA

ANDERSON—Coca-Cola Bottling Co. pro-ose plant addition, \$75,634. Six Associates, ic., 1025 Hendersonville Road, Asheville,

I. C. Archts

ANDERSON—M. Lowenstein & Sons, Inc.,
ew York, N. Y., plan \$2,500,000 mill at site
f present Orr Mills plant,
ANDERWS—Onelda Knitting Mills, Utica,
i. Y., plan branch factory,

TENNESSEE

ALCOA — Aluminum Company of America plans \$335,000 expansion program. COWAN — Parke, Davis & Co., Detroit. Mich., considering \$20,000,000 plant in Cowan

Mich., consucring security of the control of the co

TEXAS

TEXAS—Cap Rock Rural Telephone Cooperative, Inc., Spur, plans exchanges at Girard, Jayton, Swenson, Peacock, Claremont & Dry Lake Communities.
TEXAS—Poka-Lambro Rural Telephone Cooperative, Inc., Tahoka, spending \$600,000 for telephone exchanges at Southland, New Home, West Lake, Carter-Fletcher, New Lynn communities.

AUSTIN — The American Statesman plans

new publishing home. Jessen, Jessen, Mili-house & Greeven, 2816 N. Guadalupe St.,

AUSTIN—Home Mix Feed. Co., Inc., 102 W.
2nd St., to build warehouse, 2211 Hidaigo.
AUSTIN—Home Mix Feed. Co., Inc., 102 W.
2nd St., to build warehouse, 2211 Hidaigo.
AUSTIN—C. J. Martin & Sons, Inc., 413
AUSTIN—BELLAIRE—Texas Company, Texas Co.
Bidg., plan research laboratory and producing laboratory, 1002 N. Rice St., cost approx.
S50,000. Chas. S. Chase, 1309 Anita St., Houston, Tex., Archt.
BROWNWOOD — Barrett Implement Co.
plan new office and showroom, cost approx.
S50,400. Dokas, S. Chase, 1309 Anita St., Houstin St., Austin Co., Atlantic
Bidg., plan 155,000 oil well core process and storage building, 4500 Mockingbird Lane.
DALLAS—Lowe & Costa, 1302 Main St., to
DALLAS—Lowe & Costa, 1302 Midling, Luther Lane, cost approx. S181 200.
DALLAS—Lowe & Costa, 1302 Midling, Luther Lane, cost approx. S181 200.
DALLAS—Luxcombe Airplane Corp., H. L.
Howard, Pres., plans \$450,000 building program.
DALLAS—Wilson Estates, Wilson Bidg..

Howard, Pres., plans \$450,000 building program.

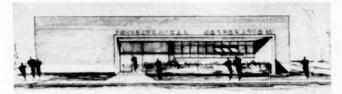
DALLAS — Wilson Estates, Wilson Bidg., plan new basement and alterations to 2-story building, 1615 Elm St., toost approx. \$2, 720, plan programs, plan programs, plan programs, propose new telephone building.

FORT WORTH — Fort Worth Wholesale Merchandise Co., 200 Houston St., constructing two warehouses, 400 and 400-A W. Vickery St. cost approx. \$100,000, rets Merchandise Co., 200 Houston St., plan warehouse addition, 100 W. Vickery St., cost approx. \$150,000, Preston M. Geren, 905 Nell P. Anderson Bidg., Archts.

(Continued on page 16)

(Continued on page 16)

THE TRINITY INDUSTRIAL DISTRICT



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NEW AND EXPANDING PLANTS

(Continued from page 14)

FREEPORT - Dow Chemical Co. plan air-inditioned plant building.

HAMLIN — Southwestern Bell Telephone Co., C. W. Mier, Chief Engr., 308 S. Akard, Dallas, plan alterations and additions to Cen-tral office building.

HILLSBORO—Southwestern Bell Telephone 70., 308 S. Akard St., c/o C. W. Mier, Chief Cngr., Dallas, to erect Dial Building, Gill & Jarrell & Assoc., 1913 San Jacinto, Dallas, Ar-

HONEY GROVE—R. S. Bowlby Manufacting Co., R. S. Bowlby and R. E. West, ha ring Co., R. S. I

\$25,000 RFC loan.

HOISTON -Eastern States Chemical Corp.,
P. O. Box 5008, plans wharf on plant site,
Ship Channel near Lancaster.

HOISTON - Empire Bag & Burlap Co.,
Inc., 2010 Cahal St., constructing bag plant,
Armour Drive. Lenard Gabert, 1315 Bell,
Accht., Wm. J. Wisdom, 1315 Bell, Assoc.

HOUSTON — Ethyl Corporation, National Standard Bidg., to build Roundhouse, Ship Channel, to cost 865,829. Bodman & Murrell, Baton Rouge, La, Archts.: Golemon & Roife, 915 Woodfrow St., Houston, Tex., Assoc. Ar-915 Woodfrow St.

HOUSTON—Gulf Forge Co., Neil Nuttail, Pres., plans steel forging plant, 12th St. & Hempstead Highway.

Hempstead Highway.

HOLNTON—Perforating Guns Atlas Corp.,
3915 Tharp St., to erect gun plant, Holmes
Road & Scott St., cost approx. \$30,000. Harry
A. Turner, 2502 Robinhood St., Archt.

HOLNTON—C. Selzer & Sons Wholesale
Plumbing Co., 1320 Congress Ave., plans 1HOLNTON—C Selzer & Sons Wholesale
Plumbing Co., 1320 Congress Ave., plans 1Ave. Joseph D. Krakower, 305 Avondale St.,
Ave. Joseph D. Krakower, 305 Avondale St.

HOUSTON — Sinclair Rubber, Inc., P. O. 30x 2584, plans Timber T-head wharf and imber fender in Ship Channel.

NACOGDOCHES—Southwestern Bell Tele-hone Co., 308 S. Akard St., Dallas, plan 297,000 telephone building.

ORANGE—Solvay Process Division of Al-lied Chemical & Dye Corp. propose new plant on 650-acre site.

PARIS-Southwestern Bell Telephone C. W. Mier, Chief Engr., 308 S. Akard, Dallas, plan mechanical work for Dial Building. PORT ARTHUR—Gulf Oil Corp., 722 Gulf Bldg., Pittsburgh, Pa., plan new sulfuric acid plant, and polymerization plant.

prant, and polymerization plant.

ROBSTOW—Southwestern Associated Telephone Co., 505 N. Ervay St., Dallas, plans \$130,000 telephone building Atchison & Atkinson, 1089 Tesas Ave., Latbbock, Archis.

ROCRDALE—Southwestern Beil Telephone Co., c/o K. A. Gaussle, Chief Engr., 388 S. Akard St., Dallas, propose Dial Building.

SAN ANTONIO — The Borden Co., George Maggard, Mgr., 875 E. Ashby Place, propose plant expansion, Atlee B. and Robert M. Ayres, Transit Tower, San Antonio, Archts.

SEYMOUR—Southwestern Associated Tele-hone Co., Reserve Loan Life Bidg., Dallas.

plan \$115,151 exchange building. Atchison & Atkinson, Sanford Bldg., Lubbock, Archts.

TEXAS CITY — Carbide & Carbon Chemi-cals Co., a Div. of Union Carbide & Carbon Corp., granted certificate of necessity for con-struction of three new buildings on an 8-acre

TEXAS CITY — Republic Oil Refining Co-plans expansion, cost approx \$7,000,000. TYLER — Glauber Brass, Inc., Kinsman, Ohio, propose new \$440,000 plant. VICTORIA — Central Power & Light Co-contracted for electrical work at new plant. \$122,207.

VICTORIA — Groce Wearden Co. plan \$66,000 office and warehouse building. Robert M. Stein, 806 E. North St., Victoria, Archts.

WYLIE & LAVON—Guif, Colorado & Santa Fe Railway Co. to spend \$779,705 for railroad relocation.

VIRGINIA

AMELIA — M. A. Tomlinson, Asst. Dir.. Southern States Management Service, South-ern States Cooperative. Inc. Richmond, building warehouse addition, \$22,216.

FREDERICKSBURG — Stauffer Chemical Co., San Francisco, Calif., plans new industrial plant within next few years; option on

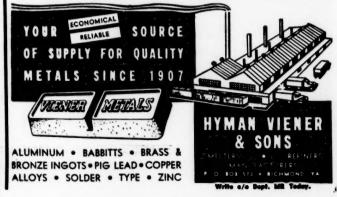
NORFOLK — Builders & Contractors Exchange plans 2-story building, 21st St. Rudolph, Cooke & Van Leeuwen, Inc., Archts.

WEST VIRGINIA

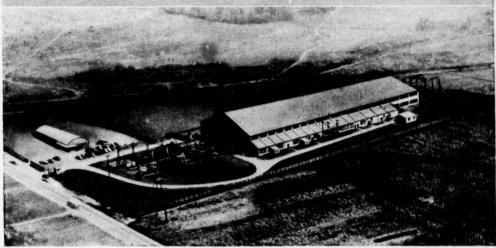
MOUNDSVILLE—Solvay Process Division. Allied Chemical & Dye Corp., plans a mercury cell chlorine-caustic soda plant, cost approx. \$15,000,000.

Martin Delivers XB-51 To Air Force for More Tests

The Glenn L. Martin Company announced recently that the first of its two experimental XB-51 bombers has been flown to Edwards Air Force Base, Muroc. California to undergo additional flight testing. The three-jet, swept-wing plane with its towering T-tail, completed Phase I and II Air Force flight tests at the Martin Airport, Baltimore. Valuable experimental data has been accumulated in the course of these flights which will be of considerable assistance in future research and development. The second of the experimental planes is scheduled to be delivered to the Air Force in the near future.



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LITTLE GRAINS OF SAND

"Little drops of water, little grains of sand, Make the mighty ocean, and the pleasant land."

Top Heavy. In the space of less than 40 years since the first income tax law imposed by Congress after the 16th Amendment had become a reality, the corporate income tax rate has risen from 1% to a combined normal, surtax, and excess profits marginal rate of 82%. The individual exemption has shriveled from \$3,000 at 1913 values to \$600 at 1951 values, and the number of individuals subject to income taxes has risen from less than 400,000 to 55 million. Within this 38-year period, Congress has passed 40 major revenue acts-together with some 300 miscellaneous revenue statutes. Our Federal tax laws have multiplied from a few simple provisions to a body of highly technical law of nearly half a million words. The nation's tax system has become the largest, most confusing and most complex of any system in the world. It is time that the legislative process by which tax laws are enacted be re-examined. If this is not done, and soon, the whole structure is in danger of collapse-not alone from the size of the burdenit represents, but from its

ever - growing complexity and the difficulty of complying with all its farflung ramifications.

Freedom of Choice?

A Presidential emergency board is conducting hearings in Washington on the demand of 17 railroad unions for a union shop agreement covering approximately one million nonoperating employees. At these hearings Donald R.

Richberg, who, as counsel for the unions at that time, drafted the Railway Labor Act of 1926 which specifically prohibited compulsory union membership as a condition of railroad employment, challenged the claim of the unions that an amendment to the Act last January legalizes the closed shop. "A majority organization," he said, "cannot forcibly make non-members into members and then claim to be their representative by 'their own choosing.' Recognizing this, these organizations are seeking to have the employer force non-members into the unions by discharging all non-members."

More Centralization. If John L. Lewis and the Interior Department can force through Congress legislation for federal enforcement of mine safety regulations, it is believed the UMWA chief will be armed with an important weapon in his drive to organize the remaining coal mines of the country. This is especially true if the safety enforcement job is assigned to the present Director, U.S. Bureau of Mines, who is said to be a card-carrying UMWA member. Also, with that set-up it is predicted by coal industry members that many, if not all, federal coal mine operators, who will be vested with authority to close mines they regard as unsafe, are not unlikely to be UMWA members, friendly towards Lewis and his organization drive. It is believed the result might be important with respect to bringing many of the remaining independent mines and their workers into the Lewis-UMWA fold.

Deliberate Inflation. In one of its recent publications, the National City Bank of New York states that

since 1913 our dollar has lost 62 per cent of its purchasing power, and that 47 per cent of that loss has occurred since 1939. It reviews the repudiation of the gold debt in 1934 and the resulting cheapening of the paper dollar by 41 per cent. "But the shrinkage did not stop there. It has kept on" because the reserve banks are no longer restricted on their issues by the automatic pressure

of full convertibility. Conversely, these banks are now obligated to "provide cheap and depreciating money for government to spend and lend." As government pursues this policy of supporting the general economy via the printing press, it creates the necessity of rising wages and higher prices to compensate for the additional supply of money.

A Food Tree Produces Food Fruit. Mr. Truman's proposal to cure the rotteness that has been uncovered in the Bureau of Internal Revenue would abolish (Continued on page 24)

A gold monetary standard is a matter of morality. It is a matter of honesty between a government and its people.

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Reinforcing Bar Meeting ASTM A305 Specifications

- We are pleased to announce that the new improved reinforcing bar meeting the ASTM A305 specification is now being produced at CONNORS.
- This new bar is an improved, more efficient, concrete reinforcement, which represents an advancement in the field of reinforced concrete construction.

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| 0 | .668 | .500 | .20 | 1.571 |
| 0 | 1.043 | .625 | .31 | 1.963 |
| 0 | 1.502 | .750 | .44 | 2.356 |
| 0 | 2.044 | 875 | .60 | 2.749 |
| 0 | 2.670 | 1.000 | .79 | 3.142 |
| 0 | 3.400 | 1.128 | 1.00 | 3.544 |
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Many industries (steel, aluminum, paper, gypsum, chemical, textile, rubber, electrical and others) have established plants in Alabama after careful consideration of advantages offered. It was our pleasure to collaborate with many of them, at their request, in the preparation of economic surveys covering specific locations in Alabama. This service is offered you.

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Birmingham, Ala.



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Coal will continue to supply all the heat, light and power America needs. Of America's entire fuel reserves, 92% is coal and America's mines are the most efficient in the world!

Are you responsible for choosing a fuel to generate power in a factory—to heat a home or other building? Then think of the many advantages of bituminous coall

DOWN-TO-EARTH FACTS ABOUT COAL!

- Lowest-priced fuel almost everywhere!
- Labor costs are cut with modern boilers and automatic handling equipment!
- Easiest and safest to store of all fuels!
- America's vast reserves make coal's supply always dependable!
- Dependable supply assures price stability!
- A progressive industry strives constantly to deliver an ever better product at the lowest possible price!

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A Department of National Coal Association, Washington, D. C.

YOU CAN COUNT ON COAL!



"Daddy...draw me a Freedom"

"Susie thinks I'm Rembrandt.

"She's not too bad at drawing cows or moons or pumpkins. But every time she hears a new word, she expects me to draw it for her. She doesn't take no for an answer...so, for 'Freedom,' I drew her an American Flag and she was satisfied.

"Later I thought: how else can you describe a word like 'Freedom'? For instance . . .

"When a churchbell peals in America, it rings Freedom. Every time we mark a ballot, it votes for Freedom. Each paycheck I get from Republic Steel is drawn on Freedom. Our newspapers have a rustle of Freedom to them.

Freedom is a major subject in every good American School. The auto you drive is a deluxe Freedom model. All radio and TV sets are tuned in to Freedom. And every cop pounds a beat on Freedom Street . . . in America.

"Sure, we like Freedom, and some governments abroad don't. But . . . watch out for the home-grown commies, socialists and hate-mongers among us who are trying to get us to turn our Freedoms over to the 'State.' Watch out, too, for wasteful splurging of public funds by the government . . . federal, state and local, alike. This is one sure shortcut to the loss of our personal Freedoms.

"Y'know, our fathers passed along to us a pretty wonderful country . . . with all the important Freedoms included. Wouldn't we be pretty poor parents if we, in turn, handed over a socialistic, bankrupt America to our kids?"

REPUBLIC STEEL

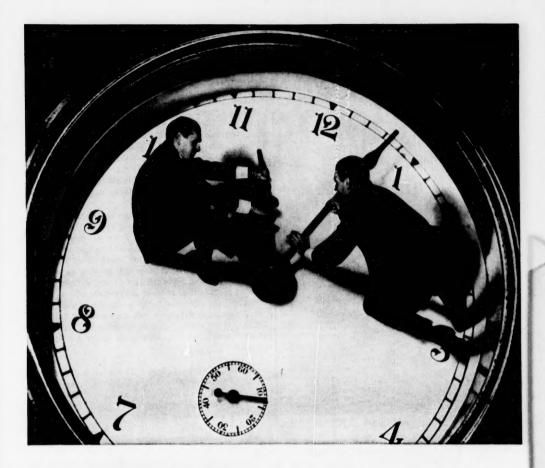
Republic Building, Cleveland 1, Ohio



Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong only in an America that remains strong and free ... an America which owes of its countless industries. And through their industries. Republic serves America. A good example can be found in the Roadbuilding Industry, responsible for the more than three million miles of highways that crisscross our nation from border to border and coast to coast. Steel earthmovers pave the way, followed by graders, mixers, forms, roadbed wire mesh, drainage pipe, guard rails ... the list is long. All products of steel, much of which comes from the mills of Republic.

For a full color reprint of this advertisement, urite Dept. J. Republic Steel, Cleveland 1, Obio





HOW TO SAVE THE TIME OF YOUR TOP EXECUTIVES

Lighten executive loads-including your own! How? By focussing the specialized help of EBASCO engineers, constructors and business consultants on your most troublesome, time-consuming business problems. EBASCO helps solve such problems efficiently and economically . . . without adding permanently to company payrolls or disturbing existing company relationships.

Perhaps yours is a sales and marketing

problem. EBASCO has planned many such programs in a wide variety of fields. EBASCO has developed insurance and pension plans; handled appraisals; planned and built over one billion dollars worth of new plants; solved financing and production problems; planned effective personnel programs. Ebasco throughout the world for nearly 50 years, EBASCO will do all or any part of a job, for

has been serving business and industry companies large and small.



Appraisal Consulting Engineering Design & Construction Financial Industrial Relations Industrial Relations
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To find out exactly how we can serve you best, write for your copy of "The Inside Story of Outside Help." Address: Ebasco Services Incorporated, Dept. 11. Two Rector Street, New York 6, N. Y.

EBASCO TEAMWORK GETS THINGS DONE ANYWHERE IN THE WORLD EBASCO

INCORPORATED

NEW YORK . CHICAGO . WASHINGTON, D. C.

23

with One Coat



31 PAGES OF USEFUL PAINTING INFORMATION

NEW FREE BOOK TELLS HOW to get better paint results at lower cost . . . how to buy and apply the right aluminum paints.

Alcoa does not make paint. We have prepared this book so you can know about the many new improvements in aluminum paints; can buy the correct paints without lengthy specifications and tests; can apply them best for lasting protection and good appearance.

This book gives worth-while maintenance painting tips; includes coverage tables, tells what aluminum paints to use inside and out, on wood, metal, masonry and heated surfaces. Send for your free copy. Attach the coupon to your letterhead and mail now.

| | 958 Gulf Bldg., Pi:tsburgh 19, Po py of: "Painting with Aluminum". |
|---------------------|---|
| Name (please print) | |
| Address | |
| City | State |
| | aluminum paints made ALCO |

LITTLE GRAINS OF SAND

(Continued from page 18)

the jobs of the present 64 regional Collectors of Internal Revenue, consolidating their functions in 25 district offices. All the bureau's employees, including the district directors, would be placed under civil service; only the Commissioner of Internal Revenue in Washington would be a political appointee of the President. There is much to be said for this plan. But the implication of it is that officials appointed through civil service are apt to have more honesty, integrity and sense of fairness than those appointed by the President.

Our highest judges, in whom we demand the utmost in integrity, are appointed by the President. It is possible to get bad judges if we get appointments by crony; it is equally possible, as long history proves, to get worse judges by other methods of selection. However, experience teaches that so long as a President accepts the responsibility of appointments as a major contribution to good government, the appointment system offers the better assurance of high standards. Should a President lack this sense of responsibility, no system will give us integrity in government. Servants will not long keep order under a disorderly master.

Initiation to Socialism. If our national economy is to be subjected to such obviously uneconomic procedure as the plan by which basic production costs in industry and the market price of goods and services shall be governed by that endless chain cycle called the escalator plan, by which labor costs move prices up and increasing prices move wages up and so on and on, a condition will be reached where no one but a simpleton will save depreciating dollars, except for current hand to mouth spending. In that case the burden of financing an expanding economy, must be borne solely by ever-increasing profits of corporations, as the only alternative to industrial stagnation and widespread bankruptcy. And, with our present taxes, is that possible?

The Federal Octopus. When many of us think of Federal government employees we think of men and women who work in Washington. As a matter of fact there are about 2,500,000 Federal civilian employees in all, and 90% of them are outside the greater Washington area. In many of our largest cities, the Federal government is the biggest single employer. There are Federal workers in every one of the nation's 3,000 counties, with the single exception of Armstrong County, S. D. Incidentally, California now has more Federal workers than the Washington, D. C. area. California has 252,200, while there are only 249,000 in Washington and its suburbs.

Impractical and Dangerous. Theoretically, in our system, governmental regulatory powers are prop-

(Continued on page 30)

See INDUSTRIAL MIAMI ON PARADE MARCH 7 THRU 16



3rd ANNUAL GREATER MIAMI

MANUFACTURERS' EXPOSITION

DINNER KEY EXPOSITION HALL

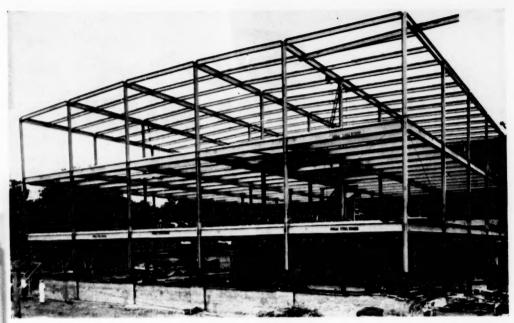
Buyers . . . Manufacturers . . . Investors . . .

See some of the world's finest merchandise, all made in Miami's smokeless, sunlit factories... displayed in a great exposition providing ample proof that light industry thrives on Miami's ideal living and working conditions, plentiful skilled labor, abundant raw materials, important agricultural

resources, modern transportation and 100-percent local cooperation! Don't miss this brilliant show attended by over 300,000 visitors last year -- planned to be bigger and better this year! And remember, a trip to Miami always includes a "bonus" of fun, sun and relaxation!

PHOTOS, FACTS, FIGURES on Miami's unique advantages to new industrial enterprises are contained in a new brochure going to press soon. If you'd like a copy when completed, write: Dept. of Information, Room 304, City Hall, Miami, Fla.

SPONSORED BY DADE COUNTY AND THE CITY OF MIAMI, FLORIDA



Addition to Textile Plant

Structural Steel Delivered as Promised

For a job to be finished on time, material must be delivered according to schedule. So, experienced contractors deal with those suppliers whose promises mean something.

Over a period of years, we have built up a reputation for carrying out our promises. We, at O'Neal, are proud of that. We will do our utmost to continue to deserve the confidence our customers place in us.

O'NEAL STEEL WORKS

BIRMINGHAM, ALABAMA





A STORY OF PHENOMENAL GROWTH

One of the fastest growing insurance companies in the country, the LIFE & CASUALTY INSURANCE COMPANY of TENNESSEE is the 9th largest "Combination company" in the nation—companies selling ordinary and weekly premium insurance.

Life & Casualty has over 1,700 full time representatives in 12 Southern states and the District of Columbia, who serve over 2 million policyholders.

During the past ten years the assets, reserves for benefit of policyholders, the capital and surplus, all have more than quadrupled.

Life & Casualty next year will observe its 50th anniversary. Since organization, the company has paid over \$94,000,000 to its policyholders and their bene-

ficiaries. Life insurance in force at present has reached a total of over \$800,000,000. The assets of the company are approximately \$135,000,000.

This record is due largely to the faithful and efficient service rendered by the Company's field force and Home Office personnel. Service operations are spread throughout the District of Columbia, Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Missisppi, Missouri, North Carolina, South Carolina, Tennessee and Virginia.

Organized in the South and serving the people of the South, the majority of Life & Casualty Insurance Company of Tennessee's investments have been made in this section, thus contributing to the prosperity, progress and further development of the South.

This is another advertisement in the series published for more than 13 years by Equitable Securities Corporation featuring outstanding industrial and commercial concerns in the Southern states. Equitable will welcome opportunities to contribute to the further economic development of the South by supplying capital funds to sound enterprises.



EQUITABLESecurities Corporation



BROWNLEE O. CURREY, President

EQUITABLE UNDERWRITINGS

.... the record for 1951

During the year 1951 Equitable Securities Corporation participated as an underwriter in 184 new issues of securities, consisting of 22 issues of corporate bonds, 118 issues of municipal obligations, 42 issues of common and preferred stocks, and two large offerings of housing authority bonds (each of which actually consisted of many different issues). The dollar volume of these 184 new issues totaled \$2,020,-612,653. Equitable's participation in this business amounted to \$81,072,738.

These amounts are impressive, but they don't tell the whole story. In addition to the huge volume of new issues underwritten, Equitable handled a large volume of trading in outstanding securities during the year. And Equitable provided needed capital for a number of growing corporations in 1951 by means of private placements—the private sale of their securities to insurance companies and other investors.

As this record for 1951 indicates, Equitable Securities Corporation is an experienced investment banking house, equipped to provide capital funds to sound corporations and municipalities and to give counsel on financial problems. Over a period of more than 20 years Equitable has supplied needed funds to industrial concerns and governmental units throughout the nation. Equitable is particularly proud of its part in financing industrial growth in the South.

Management executives whose companies need additional capital funds are invited to investigate Equitable's facilities. Inquiries are always welcome, and they involve no obligation.



EQUITABLE Securities Corporation



BROWNLEE O. CURREY, President.

Stores Are Crowded



This is "Southern City," U.S.A. It's our way of expressing as a unit the vast Southern area of 100,000 aquare miles and 6,300,000 people served by the four associated electric power companies of The Southern Company system.

SOUTHERN CITY, U.S.A.



Throughout the nation businessmen, editors and publishers are acclaiming the tremendous industrial and agricultural advances made in Southern City during the past decade. Over 100,000 stockholders of The Southern Company, located in every state in the Union, are vitally interested because this progress assures a constant and growing demand for electric power.

Retail buying is up in Southern City, U.S.A., and manufacturers, processors and retailers are busy trying to keep up with it. Industrially the area is expanding faster than the rest of the nation. And because new business and industry have brought new and bigger payrolls to Southern City, sales have also increased faster than the national average. Stores are crowded in Southern City, and surveys indicate the area is constantly becoming an even stronger market for all kinds of goods.

The South and The Southern Company are both growing . . . together!

The Southern Company Atlanta, Georgia

Write the industrial development departments of any of the four operating companies for further information.

Operating companies associated with The Southern Company

ALABAMA POWER COMPANY - GEORGIA POWER COMPANY - GULF POWER COMPANY - MISSISSIPPI POWER COMPANY

Birmingham, Alabama Atlanta, Georgia Pensacola, Florida Gulfport, Mississippi



MAKING PLANS

FOR EXPANSION?



Suggestion! Whether your project calls for express highways or industrial plants—modernization or expansion, call the Harte organization of engineers and constructors to handle your complete job!

Here's Why! Our ONE organization, operating under ONE contract, with ONE responsibility, WILL:

- · Assist in all process planning
- · Prepare complete construction drawings
- · Provide accurate estimates of cost
- · Purchase all materials
- · Handle all shop and fabrication problems
- · Construct the entire job
- · Handle initial operations, if desired.

Whatever your engineering needs might be:

WRITE, WIRE OR CALL

JOHN J. HARTE CO.

ENGINEERS . CONSTRUCTORS

295 Madison Ave. New York, N. Y.



Kress Building Houston, Texas

284 Techwood Drive, N.W., Atlanta, Ga. Mexico, D.F., Mexico

LITTLE GRAINS OF SAND

(Continued from page 24)

er only as long as they are directed against excesses and toward improving the workings of our social and economic system. To turn over the complete direction and control of the system to the mercies of bureaucracy is a different matter entirely. It could be justified only on two grounds—first, that government could handle the job better than private enterprise, and second, that it could be done without restricting individual freedom. As to the first, there is little in the operation of our Government to show that it could perform the task better, and much to indicate that it would do the job very badly. As to the second, the experience in foreign countries has been that totalitarianism destroys freedom.

At Government Expense. Sound economics nowadays is a forgotten science as group after group seeks a virtual subsidy at the expense of other citizens, especially at the expense of those who are penalized by higher and higher tax rates. For example, the Steelworkers Union, through its research department, states that the large steel companies could raise wages 50 cents an hour and pay the added cost out of excess profits without raising prices. What this means is that, because the government is taking approximately 70 per cent in excess-profits taxes out of current profits of companies, the government would be paying 70 per cent of the added cost. Thus the government would be deprived of revenue it would otherwise get if there were no such substantial deductions. What the steel union is saving is that the taxpavers as a whole will have to be taxed to make up deficits which might not otherwise occur in the United States Treasury if so much of the gross income were not paid out in the form of wages.

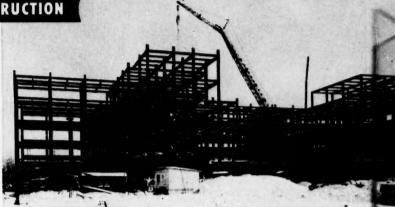
Railroads vs. Trucks. From the viewpoint of the railroads the problem of truck competition is really a dual one, political and managerial. The political problem is to find a way to require trucking competitors to reimburse the public treasury for the use of public facilities in conducting private business for profit. But even if truck rates were increased to reflect the true cost of producing transportation, there remains the problem of truck service which in many important respects is far ahead of rail service in speed, promptness, convenience and preventing damage. This is a problem for railway management itself, and unless it is solved realistically, the solution of the political problem will be of little use. The American buyer in a free market insists on his money's worth, and he is willing to pay more if he sees the value there. Railway management generally, while recognizing the seriousness of truck competition, still does not seem to have an answer to the service advantages of truck transportation.





CONSTRUCTION

VETERANS ADMINISTRATION HOSPITAL, MINNEAPOLIS, MIN-NESOTA. Fabricated and erected by American Bridge, Project included hosruction throughout. To el. 2,100 tons. General C



Steelwork for both hospitals FABRICATED AND ERECTED BY AMERICAN BRIDGE AS SPECIFIED

HE two big hospitals shown above are typical of the many steel buildings fabricated and erected by American Bridge Each is a good example of its particular type of construction

American Bridge plays no favorites when it comes to riveted or welded construction. We have the skilled personnel an equipment to do both types with exacting percision, thoroughness and speed. The all-welded Minneapolis job was erected during the severe Minnesota winter and is evidence of the willingness and ability of American Bridge to field-weld structures any time, anywhere!

If you would like to know more about the advantages of American Bridge fabricated and erected steel construction, just call our nearest office.

AMERICAN BRIDGE DIVISION, UNITED STATES STEEL COMPANY, GENERAL OFFICES: 525 WILLIAM PENN PLACE, PITTSBURGH, PA.

Contracting Offices in: AMBRIDGE . ATLANTA . BALTIMORE . BIRMINGHAM . BOSTON . CHICAGO CINCINNATI - CLEVELAND - DALLAS - DENVER - DETROIT - DULUTH - ELMIRA - GARY - MEMPHIS MINNEAPOLIS - NEW YORK - PHILADELPHIA - PITTSBURGH - PORTLAND, ORE. - ROANOKE ST. LOUIS - SAN FRANCISCO - TRENTON UNITED STATES STEEL EXPORT COMPANY, NEW YORK



"You may have to stand outside!"

REMEMBER Aesop's fable of the camel and his master—how the kind master allowed the shivering beast to put into the tent first his head, next his shoulders, then his forelegs!

And then the camel said, "Master, I think I ought to come wholly inside," and crowded in. Immediately he said, "There is hardly room for us both, so I think it would be better for you to stand outside so I can turn around and lie down." And without further ado, the camel kicked the man out and took the entire tent.

Men have heard this story for 2,500 yearsrepeatedly have seen how it illustrates what happens when one man or group of men gain power over others. Men saw it happen in Italy and Germany when Mussolini and Hitler took over. Men saw it happen in Russia.

Even here in America a similar trend is evident. Powerful influences overlook no opportunity, through political manipulation, central controls and bureaucratic regulations, to intrude more and more in our private lives. The situation demands continual, alert watchfulness by all citizens who believe in individual liberty and freedom, to prevent this camel of big government from creeping further into the tent. Before we realize it, "we, the people," the master, may find ourselves "standing outside." In America it is government, which is the servant of the people.



The Youngstown Sheet and Tube Company

General Offices -- Youngstown 1, Ohio Export Offices -- 500 Fifth Avenue. New York

MANUFACTURERS OF CARBON ALLOY AND YOLOY STEELS

The steel industry is using all its resources to produce more steel, but it needs your help and needs it now. Turn in your scrap, through your regular sources, at the earliest possible moment

Tand of Plenty* is one of the fastest growing sections in America

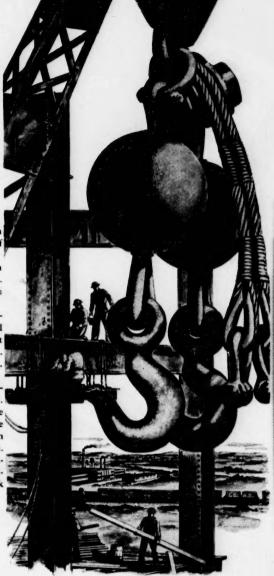
For strategic safety and satisfactory production and distribution, the *Land of Plenty* offers some of the nation's most desirable plant locations.

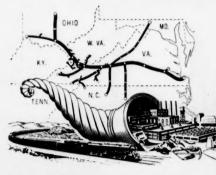
FOR STRATEGIC SAFETY — many urban concentrations of less than 50,000 people . . . and many industry concentrations of less than five square miles.

FOR SATISFACTORY PRODUCTION — a variety of raw materials . . . adequate industrial water and electric power . . . world's finest Bituminous Coal . . . dependable manpower . . . sensible land values . . . good climate . . . progressive communities.

FOR ECONOMICAL DISTRIBUTION — strategic location near big markets . . . N. & W. Precision Transportation with favorable rate differentials between the West, mid-West and the year-'round, ice-free Port of Norfolk on Hampton Roads . . . lines and connections north and south.

For confidential information on this progressive, growing area, write the Industrial and Agricultural Department, Drawer MR-426, Norfolk and Western Railway, Roanoke, Virginia.





Norpolkam Western

* VIRGINIA • WEST VIRGINIA • OHIO NORTH CAROLINA • MARYLAND • KENTUCKY

rinity White

Use Trinity white-the whitest white portland cement. It gives extra eye-appeal to . . . architectural concrete units . . . stucco . . . terrazzo . . . cement paint. Trinity has many special uses because of its beauty and light-reflective properties. Trinity white is a true portland cement that meets all Federal and ASTM specifications. General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas;

816 W. 5th St., Los Angeles; 305 Morgan St., Tampa; Volunteer Bldg., Chattanooga. True portland cement



"What Enriches the South Enriches the Nation"

Security

Man's desire for security for himself, and his loved ones, is universal and commendable. It is the underlying motive in self-respecting men that directs many of their personal plans and much of their daily lives. Such men think of security as a goal to be achieved by their individual efforts and contributions. Personal security is a very real and praiseworthy objective. Social security is so much meaningless political jargon. If it has a meaning at all that meaning is the antithesis of individual freedom. The ugly word for it is "slavery."

Personal security is a product of work, and only free men, free to possess the fruits of their work, will have the incentive and energy to work for what they need or desire.

Some men may wish to share what they have earned with their less fortunate fellows. This, too, is commendable. But they should not have their earnings taken away from them by taxation for the benefit of others. This is socialistic.

Security from adversity is a worthy individual ambition, but in a democratic republic it is not an inherent right of citizenship, as Mr. Greenewalt, Du Pont Company President said in the course of a talk on February 1st.

"Today a new theory seems to have found wide acceptance—that personal security is in some way a right of citizenship. Should we not win it for ourselves, we acquire through government a first mortgage on the efforts of others. We seem well on the road to embracing the impractical philosophy that we can have what we do not earn.

"It seems odd that so fantastic a theory should have gained headway. Certainly no farmer would believe that he could increase his crops by merely wishing that it were so, or that if his crop failed he could go to his more thrifty neighbor and demand a share of his production. In simple communities such as we had here two hundred years ago such ideas would have been "Whether our civilization is simple or complex, security comes only through our own efforts. We cannot have what we do not produce.

"It is strange to realize that this idea of security as an obligation of the state can exist only in a country that has, through generations of adherence to the opposite point of view, produced a great abundance of goods and services. For it is only when wealth exists that it is possible to consider its redistribution . . . No primitive civilization has ever been able to afford the luxury of guaranteed security."

The fallacy behind the propagandized phrase "social security" for which millions of us pay involuntary "contributions," is that a beneficent government owns wealth which it has power to distribute to its people. The truth is that the government owns nothing, creates or produces nothing and maintains itself only through taxes, whether it calls them by their right name or not. To rob Peter to pay Paul is still robbery whether we do it to ourselves or whether our government does it. If we permit government to do it, we should call it "socialism" or "communism." If government does it without the consent of the governed it is "tyranny."

The complexities of modern machine-age life have made possible the growth of unsound collectivist ideas such as Social Security. Actually these complexities in no way affect the principles that must underlie a free government of free men if it, and they, are to remain free.

It is high time for American citizens to turn a deaf ear to the chants of fakers and ignore the nostrums of medicine men. It is time for them to heed and be guided by the inner voice of common sense and reason.

Social Security is immoral because it is personally debilitating. It is un-American because it is compulsory and discriminatory. It is inflationary because the government borrows and uses its funds. And, in our lay opinion, its method of tax collection is unconstitutional.

Firm stock market features early weeks of 1952

Soviet objectives masked by propaganda double talk.

By Robert S. Byfield

Financial Editor

AST month in this column we hazarded the opinion that the success or failure of long term policy decisions by American investors is determined by the Kremlin. Events which have already occurred in the early weeks of 1952 bear important testimony of the validity of this statement. At this writing the truce negotiations at Panmuniom have practically broken down, principally because the Communist representatives do not wish prisoner exchange to be determined by the free choice of POWs. Reversal of their stand would, of course, cut into the hard core of basic, long range, Communist doctrine. In addition, Mr. Vishinsky, before leaving Paris to return to Moscow, vaguely threatened to make further mischief through his agents and satellites in Southeast Asia. Many investors are now convinced that a truce in Korea, even if it comes, will be more or less meaningless, if judged in an orthodox fashion. It now seems out of the question that the UN forces will be able to withdraw from the Korean peninsula in the foreseeable future. For what, after all, is a "truce?" The American people and their military leaders know what a truce means in the dictionary and in terms of field operations. For Messrs, Vishinsky and Mao and their colleagues a truce means something quite different. Judging by what has happened in China during the past several decades, a truce is merely an interim between "hot warfare," an interlude or an intermission.

But "truce" is only one of many words, the meanings of which have been twisted and distorted by the Politburo to confuse the West. To assist it in this evil objective, it has created a special language of hate. For the benefit of our friends and readers, we translate herewith a few of the principal words comprising this language into ordinary understandable

Warmonger—Anyone who is willing to defend himself or his country, if need be by force of arms, from Soviet enslavement.

Aggressor Anyone or any nation opposing Soviet imperialism.

People's Democracy — A totalitarian government taking orders from Moscow. Fascist State — A totalitarian government not taking orders from Moscow.

Profiteer-Anyone who makes a profit.

Peace—A condition of helplessness and indefensibility before the military might of the Soviet Union.

Peace-Loving—Any nation, people or individual willing to cooperate with Moscow

Cooperation—"You let us do what we want and then help us do it."

Reactionary — According to General Kotikov, a reactionary is anyone who isn't a Communist.

Monopoly—Any corporate enterprise.

Monopolist—A Business Man.

Millionaire — An Important Business

Billionaire — A Very Important Business Man.

Wall Street.—Not a street, nor a financial mechanism, but the symbol of capitalism, free enterprise and private property.

War — Not necessarily the physical clash of men on a conventional battlefield, but propaganda, intrigue, assassination, blackmail, economic pressure, infiltration, subversion, agitation, kidnapping and shakedowns.

Colonialism—The act of a country or a corporation in investing capital abroad to develop raw material sources.

Imperialism — The act of investing money abroad for any purpose whatso-ever.

Ruling Circles—Anyone with a job in Washington who has ever worked for a bank, a stock exchange firm, an investment house or a corporation whose shares are listed on any exchange.

A second influence on security prices has been the anticipation and actual publication of the proposed Federal budget for fiscal 1953. This amazing document has already been thoroughly reviewed in the press, and its net result on the security markets has been clear and unmistakable. The observing investor has become even less inclined than he was before to favor fixed interest bearing securities and any dollar claims. Conversely, he has again been made conscious of the desirability of investing in common stock equities if he is to protect the ultimate purchasing power of his savings. We have another clue in the performance of the Canadian Dollar, which has now returned to parity with the United States Dollar for the first time since 1939. There were a multiplicity

of forces which caused this, but the final rush to parity at about the same time our 1953 budget was published was no mere coincidence. The Canadians have been outstandingly more prudent and wise in their national fiscal policy than our own leaders in Washington, and their currency has benefited.

Oddly enough, the strength in quotations for common stocks in recent weeks has not been confined to the issues which have commonly been identified as "in-flation hedges." True, the shares of companies in the oil, non-ferrous metals. chemical and steel industries have been advancing. This would be expected under the circumstances. At the same time there has been marked strength in the shares of electric utilities which are selling, as a group, above their 1951 peaks. Strength was also evidenced by the railroad issues, and by certain companies in the finance business, which have usually been unpopular at times when the investing public was in one of its particularly noticeable inflationary moods.

Utilities - The utilities have been in favor recently because of general belief that their earnings in 1952 would surpass those of the year just ended. One of the reasons for this is that the 3-1/3% electric energy tax was repealed last November and this in part offsets the increase in the corporate income tax rate from 47% to 52%. The steady growth in the demand for electric energy is to continue. Technical improvements in the generation of electricity are able to reduce costs gradually and should be sufficient to offset mild inflationary influences. Nevertheless, a large number of rate increases have been made necessary by rising expenses and they have been granted by the various regulatory agencies. Even more are in prospect.

Railroads—Railroad net income is also destined to rise moderately in 1952. Traffic will remain high, particularly as defense materials begin to roll from the assembly lines. Both the railroads and the utilities have been doing a good public relations job and more and more groups of voters have been made conscious of the necessity for maintaining our public service corporations in a state of financial health, not only as a matter of national defense, but as a matter of justice to those investors who through their savings have enabled these enterprises to develop.

Confidence in the securities markets has also been enhanced by the pronouncement on the part of important Congressional leaders in Washington that they do not propose to vote for another increase in corporate taxes. Barring an allout military war, with the state of extreme emergency which it would entail, we seem to have reached the limit of our ability to levy and pay taxes. Security markets have usually been buoyant when they catch sight of a certainty or a reasonable degree of certainty. Hence, despite our feeling that profits in many industries will be lower in 1952 than they were in 1951, we cannot become gloomy about the immediate future of quotations for common stocks.

Blue Book Salutes Southern Cities

By Caldwell R. Walker

Editor, Blue Book of Southern Progress

NPRECEDENTED economic development is taking place in the South.

While this is a statement so frequently made and heard nowadays as to occasion little more than casual interest in its generality, the actual details of Southern development are of unceasing appeal because of their dramatic nature.

Here is a region, more widely noted in the past for its culture and agriculture than for its business might, that is bursting into a vigorous industrial empire.

A dramatic setting hard to surpass

Needless to say, such a setting denotes swift and amazing change.

This latter point is one that is being brought sharply into focus by studies now underway for the forthcoming edition of Rive Rook of Southern Progress

The Blue Book, an old acquaintance of all RECORD readers, will be published, as usual, around the middle of March, the earliest date by which all available data fied and compiled.

material which, it is believed, will be of

As is customary at this season of each year, a brief preview of Blue Book contents is in order.

To begin with, it should be noted that the book will carry forward the statistics of Southern economy, by states, in the same form and manner as portrayed for the past several years.

But there also will be a distinctive ad-

This new feature is being developed

for the year 1951 can be assembled, veri-

This year the book will contain new great interest to its many readers.

from the premise that an unchanging economy is a stagnating economy. It is well known that the South's economy is far from stagnation. It must, then, be changing; and the Blue Book, if it is to fulfill its traditional mission, must change with it.

14 Huffine

"What galls me is his nerve leaving us this tax blank for revision of estimated income!"

Amid the many changes that have taken place in the South, it might appear difficult to choose which is greatest.

But there is one, so all embracing and yet so intimately related to the others, that it must certainly hold first place in any choice

In 1880, the Bureau of the Census shows that Massachusetts had more cities and towns than the entire South combined. And a total urban population 300,000 greater than the whole of the South.

The total number of Southern people in urban places of 4,000 or more ranged from 13,000 in Arkansas to 231,000 in Louisiana. States with more than 100,000 urban population were limited to Missouri Virginia, Georgia, Tennessee, and Texas.

As an example, South Carolina had 493 so-called towns, but of these, only three had as many as 4,000 inhabitants.

By 1915, the picture had begun to change.

In that year, the census shows that the South could then boast of 20 per cent of the cities in the United States with population of 50,000 or more

By 1930, the relationship had jumped to 26 per cent.

In 1950, the latest census year, 36 per ent of all United States cities were in the

From that time on, it could and can be stated that the South is the possessor of urbanized areas in greater proportion than its share of total population.

With the past weighing heavily on the present, this knowledge may still come to many as a surprise. But there is no doubt about it. The South is highly urbanized.

Place of habitation, urban or rural, in and of itself, may or may not have meaning. It depends upon point of view.

It does definitely have meaning, however, when considered from the standpoint of occupation and wellbeing which is the result of occupation

Urbanization, under current circumstances at least, is essential to industrialization; and therefore a fair measuring stick of industrial expansion is to be found in the extent to which an area is urbanized.

There is little need to dwell upon the value of industrialization so far as the South is concerned. Practically every Southerner is familiar with that theme. Practically every Southerner is striving for the more abundant life that goes with industrialization

The important thing now is to facilitate that effort, and this is to be the prime mission of the Blue Book this year.

How to go about it?

Well, to say it in simple language, the best way is to tell to all who are interested all of the interesting facts regarding the urbanized places of the South.

Fulfillment of the objective is not without its difficulties. Plenty of attention has been directed by many agencies toward detailed data on states, and even counties.

But data on community activity and progress have usually been turned out in such generalized form as to be of little economic value.

(Continued on page 58)



International Paper Company plant at Panama City. This is Florida's largest pulp and paper mill.

Florida Woodpulping Industry Expands

by Harold Colee

Executive Vice President Florida State Chamber of Commerce

WOODPULPING plants operating in Florida are currently turning out in the neighborhood of 1,320,000 tons of wood and cellulose pulp, annually.

There are eight such plants, two of which are being run under one ownership. By the end of 1952 two new plants should be in operation (they are now under construction), and the capacities of four of the old ones are being considerably increased.

One of the new plants will make woodpulp, the other cellulose pulp.

Approximately 1,000,000 tons of today's (annual) woodpulp production is being converted into kraft paper and kraft

paper products before leaving Florida pulping plants.

Cellulose pulp currently being made in Florida finds its way into rayon products. That which is to be made by the new plant, reportedly, will supply defense

The relatively small quantity of paper pulp being shipped from Florida plants goes into the making of finer papers.

Paper pulp production in Florida will be increased by some 400,000 tons annually as a result of plant expansions now under way, and of the building of the new plant. The capacity of the new cellulose plant has not been announced. Florida's first paper pulp mill was established 20 years ago this year, at Panama City, by the Southern Kraft Corporation which is a part of the southern kraft divisions of the International Paper Company. This mill manufactures in excess of 475,000 tons of kraft paperboard annually from some 700,000 cords of pine wood. It is the state's largest pulp and paper mill.

The second, third and fourth Florida paper pulp mills began operations in 1938, seven years after International's lead, to wit: the National Container Corporation at Jacksonville; St. Joe Paper Company at Port St. Joe, and Container Corporation at Fernandina. These mills turn out approximately 415,000 tons of lineboard and container board annually. They use some 650,000 tons of pine wood.

Rayonier, Inc., built Florida's fifth pulp mill, at Fernandina, in 1939. This firm turns upwards of 230,000 cords of pine, annually, into an estimated 100,000 tons of purified wood cellulose.

St. Regis Paper Company began its operations at Cantonment, near Pensacola, in 1941. Its two mills constitute the second biggest kraft paper (and multiwall bag) producer in the state.

Hudson Pulp and Paper Corporation began operating their Palatka mill in 1947, with a capacity of 71,000 tons of kraft wrappings, butchers' wrap, gummed tape, grocers' bags and sacks, as well as multiwall bags, annually. This plant consumes 125,000 cords of pine.

St. Joe Paper Company, by the end of 1952, will have completed a \$25,000,000 expansion program.

St. Regis is building its third Florida mill, near Jacksonville, and is expanding operations at Cantonment, at a cost of some \$22,000.000



Hudson Pulp and Paper has a \$10,000,000 expansion nearing completion.

Hudson's \$10,000,000 expansion program is nearing completion.

Rayonier's expansion plans call for spending \$2,900,000.

Formal announcement was made in September of the contemplated construction at Boyd, Florida (near Perry), of a cellulose mill by the Buckeye Cellulose Corporation, a wholly-owned subsidiary of the Procter and Gamble Company, to augment the production of its plant at Memphis, Tennessee. Permission to expend \$22,000,000 on plant and equipment was granted by the National Production Authority. The corporation has already purchased large tracts of pine forests.

Except for operations of the Armstrong Cork Company at Pensacola, makers of insulation board from woodpulp, and extractor of chemicals from pine stumps, the above named firms constitute Florida's present and immediately proposed woodpulpers. (The Armstrong plant has been in operation since 1931, employs 252 workers and has an annual payroll of \$800,000.)

Since the pulping industry makes use of a raw product that is found readily abundant in all but nine of the state's 67 counties, its contribution to Florida's economy has been widespread.

An estimated 2,244,000 cords of pine were consumed by these Florida plants last year (10 trees to the cord is a commonly accepted measure).

The mills employ approximately 6,700 plant and woodland workers, to whom they pay \$31,000,000 in wages, annually.

Gross annual sales of paper products alone, in 1950, according to Federal Department of Commerce figures, came to \$165,000,000. By-products sold for probably as much as \$3,000,000.

Estimators figuring the replacement value of pulp mills now operating in Florida came up with the sum of \$300,-000.000

Expansion and new plant construction programs now under way call for the spending of \$91,900,000.



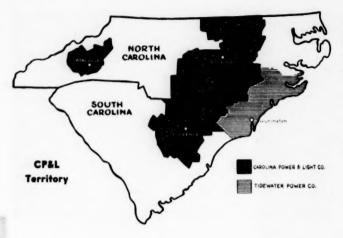
Container Corporation of America's Mill at Fernandina, Fla.



Rayonier's expansion at Fernandina calls for \$2,900,000.



National Container Corporation began operations at Jacksonville in 1938, turning out line board and container board.



Carolina Power & Light Expanding Service Area

NCREASED development of the southeastern section of North Carolina has been predicted as a natural outgrowth of the merger of Tide Water Power Company into the larger Carolina Power & Light Company, final approval of which is expected as this issue goes to press. The merger has already received official sanction from the directors of both companies, the Securities and Exchange Commission, the South Carolina Public Servce Commission and the North Carolina Utilities Commission. Still required is the approval of the stockholders of both companies and the blessings of the Federal Power Commission.

The Tide Water Company serves 52,500 customers in 16 counties of the coastal region of the state, an 8,000 square mile area centered around the port city of Wilmington. In addition to electric power, the company sells gas in five towns and municipal water in three others.

Under the terms of the new merger, the company will lose its corporate identity and become a part of Carolina Power & Light Company, which already served 271,000 electric customers in a 22,000-square-mile territory of North and South Carolina.

The first big news of the merger last November received favorable editorial reaction from newspapers throughout the area, and they spoke largely about the resultant growth of business in the area served by Tide Water Power Company.

More immediately, the merger offered signs of increased activity by the parent company, Carolina Power & Light Com-

pany. Directors of that company, meeting in Raleigh on January 9, voted to spend \$22,700,000 during the current year for plant expansion. This figure, announced prior to the final approval of the merger, was expected to climb to approximately \$27,000,000 to include improvements in the new area.



LOUIS V. SUTTON
President
Carolina Power & Light

Louis V. Sutton, president of Carolina Power & Light Company, revealed at the same time plans for the expenditure during the next three years (1952-54, inclusive) of \$66,500,000. This capital outlay in three years compares with \$77,160,000 which the Carolina company has spent on expansion from 1945 through 1951.

Much of the new money will be spent in the area formerly served by the Tide Water Company.

Already, construction is underway on two new 100,000-horsepower steam-electric generating units designed to bolster the capacity of Carolina Power & Light Company, and the company has on order a third unit of 125,000-horsepower capacity which probably will be located in the Tide Water territory.

Engineers for the company have been studying the two combined systems on Georgia Tech's A-C Duplicating Board, and they are exploring the new area for favorable sites at which the newest steam unit might be located.

If present plans are not interrupted by wartime shortages of essential materials, the latest generating plant should be put into operation by mid-1954.

Also in the planning stage is a new 110,000-volt transmission line to provide the third interconnection between the merged systems. The new interconnection already has the approval of the Defense Electric Production Administration and is scheduled to reach the actual construction stage in the near future.

On the basis of last year's performance for both companies, electrical demand throughout Carolina Power & Light Company during future years will justify continued expansion, both because of greater consumption of electricity per customer and the rise of new and expanded industry throughout the region.

A growing consumption rate and the addition of hundreds of new customers last year sent CP&L's sales to a new high of 2,736,982,000 kilowatt hours, or an 18 per cent increase over the previous calendar year.

Increased sales resulted from the delivery of large amounts of power to neighboring utilities and to an aluminum company located outside the company's service area and also the addition of 14,000 new customers, bringing the company's total to 274,121. While the bulk of these new-users were residential and rural consumers, they included scores of big industrial consumers representing the increased industrial development in the Carolinas.

While most of the state's industry has been centered in the Piedmont region, its industrial growth during recent years has favored the eastern or Coastal Plains section of North Carolina. This region already accounted for most of North Carolina's agricultural production and now is sharing more and more in the industrial development of the state.

North Carolina already leads the world in the production of flue-cured tobacco and in the manufacture of tobacco products. According to new census reports, the state has strengthened its preeminence in the Southeast. It is first in terms of value added by manufacture; first in terms of employment in manufacturing establishments; and first in the value of farm products.

Of the \$216,500,000 of new plant investment made by major industries locating in North Carolina during the last two years, more than half of the total was located in the eastern, or Coastal Plains, area of the state.

The story of growing industry has been particularly true within the past two years in the Tide Water area, which includes the 22,000-acre site of the government's new ammunition loading plant in Brunswick County.

Such growth accounted for the optimism expressed editorially by such newspapers as the Henderson Daily Dispatch which said: "A new day is dawning for the whole eastern half of North Carolina, and this company (CP&L) is maneuvering into position to become one of the most vital factors in that development."

The Tide Water merger will mark the greatest territorial expansion of Carolina Power & Light Company since 1926 when the original company, then 18 years old, merged with four other companies.

Carolina Power & Light began its operations back in 1908 when electric lights were considered a luxury and the electric street car was a bane to the horse and buggy trade. Raleigh, the headquarters of CP&L, got its first electric service in 1885 through the Thompson-Houston Electric Company. A procession of small companies supplied the capital city's power until Carolina Power & Light was organized in 1908 as a successor to the Raleigh Electric Company. At that time, CP&L served 1.147 customers in the North Carolina towns of Raleigh, Sanford and Jonesboro and cotton mills at Favetteville.

Its power resources included small generating plants at Milburnie on the Neuse River, six miles from Raleigh, and at Buckhorn Falls, about 35 miles from Raleigh on the Cape Fear. The original GE generating equipment at the latter plant was salvaged from the bottom of a South American harbor, where it had been dumped by revolutionists who seized it from a ship.

As a successor to several companies with poor financial records, the new company at first found no market for securities and was financed by Electric Bond and Share Company. Lines were extended to neighboring areas and gradually other properties were acquired from municipalities which found them unprofitable to operate. In 1911 CP&L acquired the common stock of the newly organized Yadkin River Power Company. The 110,000-volt line built in 1912 to connect Raleigh and the Yadkin Company's 33,000 horsepower Blewett hydroelectric generating plant on the Pee Dee River near Lilesville was at that time the longest high-tension line in the South.

Demand soon absorbed the Blewett capacity, and in 1923 and 1924 the company installed two 20,000-horsepower steam units on the Cape Fear near Moncure. By 1926, CP&L had increased its annual revenues from \$145,000 to \$3,700,000 and



Tide Water Power Company properties include this modern office building in Wilmington, N. C. One of the first buildings in the region to be air conditioned by the heat pump system, it was completed last June.

its electric customers had grown from 1.147 to 25,000.

In April, 1926, the original Carolina Power & Light Company absorbed by merger the Yadkin River Power, the Carolina Power Company, the Asheville Power & Light Company and the Pigeon River Power Company. By the end of that year, the consolidated companies were serving 58,541 electric customers and operating revenues were approximately \$8,000,000 a year.

Further growth was swift and resulted in the construction of larger and larger generating plants, including a 145,000horsepower hydroelectric plant on the Pigeon River near Waterville and a second hydroelectric plant on the Pee Dee River.

A special plan for extension of rural lines was begun in 1928 and today the company has 14,500 miles of lines delivering power to 94,291 rural customers.

World War II so boosted the use of electricity that two new units were added to the Cape Fear steam plant during the war, and after the war a 130,000-horsepower station was built at Lumberton and a 100,000-horsepower station wasbuilt at Goldsboro. Both of these steam plants are now being enlarged.

The company now has nine hydroelectric generating plants and four steam electric generating plants with a total installed capacity of 465,100 kilowatts (name plate rating) and has 184,000 kilowatts available from purchase under firm contract. It has 274,121 customers in 272 communities served at retail and 23 communities served wholesale in North and South Carolina. It maintains 19,107 miles of line. In 1951, the company grossed \$39,871,321. It had 1,808 employees and an annual payroll of \$6,100,000. The year's tax bill was \$89,063,225.

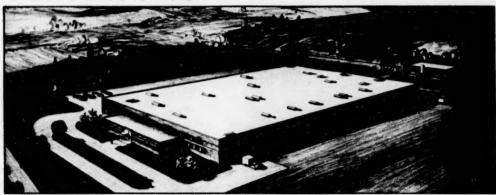
In 1948, Electric Bond and Share Company was divested of any financial connection with the company, and today Carolina Power & Light is a completely independent utility. It has over 30,000 shareholders, none of which owns as

(Continued on page 60)



130,000-hp steam electric generating station of CP&L at Lumberton, N. C.

CONSTRUCTION



New plant of the Bishopville Finishing Co., a division of Reeves Bros., Inc., which will process synthetic fabrics. Located at Bishopville, S. C., the general contractor is Fiske-Carter of Spartanburg. Lockwood Greene, Inc., are engineers.

January Awards Total \$323,061,000

By S. A. Lauver

SOUTHERN construction started the year with a January total of \$323,061,000, this representing an increase of thirty-four per cent when compared with the figure for the last month of the preceding year.

The first-month aggregate is made up of \$97,077,000 for public building; \$73,-139,000 for heavy engineering projects; \$63,189,000 for industrial work; \$56,701,-000 for private building, and \$32,955,000 for highways and bridges.

Four of the five categories show rises above the December level, with one dropping. The increases were fifty-seven per cent for public building; thirty-three per cent for heavy construction; thirtynine per cent for private building, and one hundred fifty-nine per cent for industrial projects.

Highways and bridges in the contract stage, as tabulated from reports in the Daily Construction Buletin of the Manti-Facturers Record, amounted to \$32,955.-000, this without several large lettings for which figures had not been received at the end of the month. The spread between the incomplete total and the figure for the preceding month will undoubtedly be reduced considerably by the additional lettings.

Public building, the strongest category in January, embraced \$73,676,000 for government building, which have been particularly active, and \$23,401,000 for schools, where allocations of scarce materials have not been so favorable.

While the \$73,676,000 for government buildings is up over one hundred per cent when compared with the level of similar work in December, the \$23,401,000 for school building is down about nine per cent.

Heavy engineering construction, with

its \$73,139,000, ranked second among those in the January picture. The components were \$54,252,000 for dams, drainage and airports; \$9,720,000 for sewers and water works, and \$9,167,000 for federal electric projects.

The changed completion of the heavy engineering picture is apparent when a review of the December figures shows \$27,570,000 for the dams-airport-earthwork field; \$18,910,000 for sewer and water work, and \$8,196,000 for federal electric projects.

Industrial construction in January augmented already active projects by \$63,189,000, the total which indicated the largest gain when compared with the figure for the preceding month.

Included among the larger projects registered during the month were a \$14,-000,000 chemical plant at Vicksburg, Miss.; \$6,468,000 grain elevator for New Orleans, La.; a \$1,700,000 alkylation unit at Duncan, Okla., a \$1,411,000 tire and rubber company warehouse at Gadsden, Ala.

Private building, totaling \$56,701,000 in the first month, embraced \$36,638,000 for residential projects such as apartments, hotels and dwellings; \$7,458,000 for assembly structures including churches, theatres and auditoriums; \$6,654,000 for office buildings and \$5,951,000 for commercial projects.

Despite the difficulties accompanying the start of work in the private category, the gain in value of residential projects reported in January amounted to twentysix per cent.

Strength was also recorded in value of the other elements of private building. For assembly buildings, the increase was one hundred fifty per cent; for commercial projects, one hundred fiften per cent; for office building, eleven per cent.

The highway and bridge figure, without returns estimated to raise its level,

SOUTH'S CONSTRUCTION BY STATES

| | January, 1952 | | Contracts | |
|----------------------|----------------------|------------------|----------------------------|--|
| | Contracts Awarded | to be Awarded | Awarded January 1951 | |
| Alabama | \$10,877,000 | \$8,690,000 | \$58,702,000 | |
| Arkansas | 1,274,000 | 11,486,000 | 5,277,000 | |
| District of Columbia | 3,384,000 | 3,140,000 | 2,590,000 | |
| Florida | 41.827.000 | 12,257,000 | 21,761,000 | |
| Georgia | 17,092,000 | 7,347,000 | 12,332,000 | |
| Kentucky | 25,485,000 | 28,162,000 | 351,577,000 | |
| Louisiana | 40,555,000 | 14,857,000 | 20,891,000 | |
| Maryland | 19,072,000 | 28,846,000 | 35,189,000 | |
| Mississippi | 19,149,000 | 5,888,000 | 6,233,000 | |
| Missouri | 8,060,000 | 13,024,000 | 52,129,000 | |
| North Carolina | 11,849,000 | 13,530,000 | 22,667,000 | |
| Oklahoma | 11,485,000 | 24,585,000 | 3,586,000 | |
| South Carolina | 11.625.000 | 6,845,000 | 361,105,000 | |
| Tennessee | 20,113,000 | 41,195,000 | 27,732,000 | |
| Texas | 57,225,000 | 71.189.000 | 65,971,000 | |
| Virginia | 23,317,000 | 9,050,000 | 12,924,000 | |
| West Virginia | 672,000 | 15,920,000 | 21,800,000 | |
| TOTAL | \$323,061,000 | \$316,011,000 | \$1,082,466,000 | |

CONSTRUCTION



Mrs. Baird's Bakeries, Inc., has awarded the contract for this new bread plant to O'Rourke Construction Co., Dallas, George Dahi is architect and engineer.

substantially included \$10,791,000 for Texas work; \$4,613,000 for a large Florida opening and \$3,453,000 for projects in Missouri, as well as a similar figure for the first four bid openings in Louisiana.

With government restrictions in use of critical materials accounting for much of the decline in what is usually referred to as non-defense construction, the announcement last month that the steel industry is now within 9.5 per cent of the 120,000,000-ton annual capacity to be reached in 1953 under its current expansion program is a bright spot in an otherwise much confused situation.

Emphasis seems to be placed on the number of disapprovals by National Production Authority offices rather than on positive action. In one southern area, for a recent period, the denials totaled 37 with an estimated cost of \$5,600,000, as compared with allowed projects with a value of \$810,272.

In the New York area, authorizations were made for start or continuation of 16 commercial and institutional building projects, with denials of 36 others for the first quarter of 1952.

Of the approved projects, eight required allotment of controlled materials and represented expenditure of \$4,037,000. One, for \$38,000, required no allotment, and seven, amounting to an estimated \$1,110,000 were declared exempt. The 36 denials would have cost about \$11,200,000.

Construction costs at the beginning of the year were at an all-time high, according to the American Appraisal Co., which said its construction cost index rose 22 points, or four per cent during 1951. The rise was influenced largely by further wage increases in the building construction trades.

Reports from Atlanta indicate that the prices of building materials in the metropolitan area, after remaining stable for four consecutive months, started to decline slightly during mid-January.

Forty-four commodities were surveyed in January at Atlanta. Prices on nine

showed a slight decrease during the month; thirty-three remained unchanged, and the remaining two advanced slightly.

The outlook for construction this year, which is somewhat purped out by the first month figures for the startest difficulties to other than that sup, should be relt during the f.

Another peak period f.

structural steel production:

this year should ease the supply of this critical material in the latter half of 1952 to the extent that an upswing in building will be limited principally by the shortage of copper.

Copper producers, however, are aiming their sights at an increase of an additional 200,000 tons from domestic mines by 1955, while similar efforts are being made to raise production abroad. The

immediate effort is to push the flow of scrap, an important element in production of the copper alloy products that go into production.

On the aluminum front, this metal being the other controlled material, it is significant that major steps for alleviating the situation are being taken by the country's largest producers at southern locations. Aluminum Company of America has selected a site in Texas for a \$115,000,000 facility to produce pig aluminum, at the same time expanding its Port Lavaca plant at a cost of \$43,500,000. Reynolds is active on a \$80,000,000 project at Corpus Christi and Kaiser Aluminum has poured the first aluminum as its proceeds with additional expansion in Louisians.

The estimate for construction throughout the country in 1952 is approximately
(Continued on page 60)

SOUTH'S CONSTRUCTION BY TYPES

| 300 | | | |
|--|------------------------------|-------------------------------|----------------------------|
| | January | Contracts Awarded | |
| PRIVATE BUILDING | Contracts Awarded | Contracts to be Awarded | January 1951 |
| Assembly, (Churches, Theatres, Auditorisms, Fraternal) Commercial (Store, Restaurants, Filling Stations, Garages) Residential (Apartments, Hotels, Dwellings) | \$7,458,000 | \$7,200,000 | \$8,268,000 |
| | 5,951,000 | 355,000 | 14,401,000 |
| | 36,638,000 6,654,000 | 31,510,000 4,015,000 | 111,048,000 10,954,000 |
| | \$56,701,000 | \$43,080,000 | \$144,671,000 |
| INDUSTRIAL PUBLIC BUILDING City, County, State, Federal, and Hospitals Schools | \$ 63,189 ,000 | \$99,808,000 | \$820,619,000 |
| | \$73,676,000 23,401,000 | \$30,872,000 32,903,000 | \$27,245,000 28,635,000 |
| | \$97,077,000 | \$63,775,000 | \$55,880,000 |
| ENGINEERING Dams, Drainage, Earthwork, Air- ports | \$34,252,000 | \$62,900,000 | \$7,748,000 |
| Federal, County, Municipal Elec- tric Sewers and Waterworks | 9,167,000 9,720,000 | 1,607,000 6,734,000 | 5,899,000 12,138,000 |
| | \$73,139,000 | \$71,241,000 | \$25,785,000 |
| ROADS, STREETS, BRIDGES | \$32,955,000 | \$38,107,000 | \$35,511,000 |
| TOTAL | \$323,061,000 | \$316,011,000 | \$1,082,466,000 |

FURNITURE



Southern Furniture Exposition Building at High Point, North Carolina, site of 54th Semi-Annual Southern Furniture and Rug Exposition. This is the second largest floor coverings market in the nation, being exceeded only by Chicago.

New Designs, Well Received At High Point, Face Buyers' Market

MERICAN furniture manufacturers are striving, with much promise of success, to revive prosperity though the industry yet is in a "recession" while many phases of business are booming.

This aggressive attitude was revealed clearly at the two-week 54th semi-annual Southern Furniture and Rug Exposition at High Point. That outstanding trade event, which opened on January 21, followed like shows at Grand Rapids and Chicago and was in progress simultaneously with the New York show.

More than 450 manufacturers had exhibits in this "almost exciting" presentation at High Point, which ended early in February and marked the advent of "pure American" or "furniture of tomorrow." These manufacturers are located in twenty states, from Maine to California.

An idea of the immensity of this show is given by the fact that the entire half-million square feet of exhibit area in the fourteen-story building was utilized for displays. And, there were numerous "overflow" showings elsewhere about High Point for the many hundreds of retail merchants who eagerly inspected the wide variety of new merchandise.

The retailers, too, emphasized that they were intent on overcoming the persistent consumer resistance. They were depending upon the manufacturers' ingenuity in designing and styling to restore the furniture industry to good times.

Retail trade veterans admitted they were almost amazed by the accomplishments by the manufacturers' designers and stylists. Notable facts about most manufacturers' new lines were rather daring innovations in design, higher

quality, conservative prices, wide variety, and beauty through simplicity and serviceability.

Producers gave evidence in their exhibits that they believe the industry has entered an important new period. Strong now is the trend away from the design influences of Europe and the Orient. Still emphasized, though, is eye-pleasing artistry, influenced by tradition.

Prices were variously estimated as down five to ten per cent, probably averaging around seven per cent, from levels of last Summer's High Point show. And, quality definitely was higher.

Paul W. Casey, the exposition manager, summarized this market in a few sentences: "There is more new merchandise on exhibition than in any other show for many years. The manufacturers have made drastic revisions in their designs, styles, and finishes.

"Variety appears in the woods as well as in the designs and new finishes, including the lacquers which, for some lines, are replacing varnish to assure durability and utility. And, as to style, the people are more modern conscious.

"Much of the new furniture was designed for the ranch-type houses which now are so popular and for the moderate-income occupants of the great housing developments," said Mr. Casey.

Mass Market Appeal—Inspection of the new lines clearly showed that the industry has become conscious of the mass consumer market, where savings increased rapidly through the past year. This market largely is represented by smaller homes and apartments. Space there is limited but the desire of occupants is strong for beauty, comfort, utility and economy.

And, in addition to furniture, there were many displays of carpets, rugs, draperies, and other accessories.

What's Ahead - The near record attendance at High Point included many retailers who wondered where do we go from here. They watched the recession develop through the second and third quarters of last year. It was a reaction from the early 1951 peak of "scare" buying influenced by the Korean warfare and American defense program. Retail inventories became burdensome. Manufacturers, operating then at high rates, soon became involved in excessive inventory problems. Clearing the trade channels required time and price trimming. The bottom apparently was hit last October but recovery is slow.

The inventory situation now appears favorable. The High Point show manager emphasized that there is ample need to buy at retail levels, and, because of the anticipated fine reception from consumers, there is strong reason for retailers to buy the new lines. And, retailers did buy—spreading their orders broadly but rather thinly. With ample supplies assured, there was little reason to buy heavily for future deliveries. Yet, indications were abundant that most manufacturers built up large additions to their already substantial backlogs accumulated at Chicago or New York.

Retailers at High Point generally could be placed in two clasifications—the conservatives and the enthusiasts.

Conservatives wondered if the new lines would sell in volume. The relatively low prices, while assuring good retail profit margins, will mean proportionately limited gross profits. In this situation, the formula for attaining normal net profits is suggested thusly: narrow margins, quick turnover, big volume, with all the economic implications. And, the conservatives realize that Madam Housewife often is hesitant about buying distinctly new furniture designs.

Yet, market analysts are convinced (and evidently also the manufacturers) that the young families will buy liberally furniture that fits their type of smaller houses.

The enthusiasts among the visiting retailers evinced pleasure over the sales prospects created for them by the new products.

So, almost everybody concerned revealed confidence while awaiting the Spring-time testing of consumer preferences. However, mindful of intense competition among the manufacturers and themselves, representative retailers suggested that the next six months will be a "survival of the fittest period."

Typical comments from retailers regarding the exhibits were "very interesting;" "almost exciting;" "real progress;" "new horizons presented;" "economically sound;" and "outstanding values."

Many manufacturers went all-out in development. Others went conservatively into new designs, styles and finishes. A few others held closely to the recognized standard goods. A question thus raised was which group will suffer most from competition provided by the all-out modernists.

New Trends in Design—Perhaps the most impressive fact about the exposition was the unprecedented trend toward modern and conventional; and away from traditional. This progress was accompanied by excellent co-ordination of style, color combinations, and finish. Typical retailers and manufacturers admitted they were pleased by the keen interest shown in what was described as "simplified provincial" offerings. These are strongly influenced by modern.

In many offerings, eighteenth century design influences were retained to a marked degree, but also with simplification. The impression was widespread that something new and worthwhile has been created: "traditional modern."

The new lines present a variety of finishes in natural or blonde. The designers' idea apparently was that these finishes will give the impression of cheerfulness and light in the smaller post-war homes. More than ever interest was directed to native American woods, notably cherry and pine.

And, going from there, designers showed keen interest in the casual wayof-life, the desire for comfort and beauty, and insistence upon ease of housekeep-

ing. Nevertheless, numerous displays included furniture intended only for wealthy homes. But, all that wide variety reflected the increasing popularity of multi-purpose furniture units.

This casual, multi-purpose furniture has a good chance of becoming permanent in the trade while designs are evolving from traditional and modern. The trend rapidly is leading to "modern of tomorrow," or toned down modern, informal, functional, or contemporary. These descriptions present good salestalk opportunities.

However, old-line manufacturers appeared convinced that design progress must maintain due consideration for the simplicity and comfort of the modern of recent years, as evolved, and for the elegance of the period furniture designs.

Some new designs are referred to as casual—descriptive of utility. Case goods, including chests, buffets, and other pieces, are constructed in the same heights and widths to permit interchangeability, thereby creating various "co-ordinated groupings."

This provision for grouping is carried forward to "functionalism" in designs of beds, tables, coffee tables, and odd pieces. There are storage spaces in headboards of some beds; radio space or electric outlets in others. Even some beds have pull-down shelves for those who may desire to brew coffee and eat breakfast while abed.

And, the influence of television is shown in the surfacing of casual coffee tables. Tile and plastics resist fluids spilled by TV watchers.

Seating is lowered on divans and like pieces, though some have higher backs for support of lolling heads, in keeping with modern low ceilings.

Carpets and Upholstery—People interested in carpets commented that the new offerings presented much that is desirable with respect to quality, design, color combinations, and over-all styling. There are numerous blended-yarn floor coverings—wool and man-made fibers. New offerings in carpets containing a high percentage of wool were impressive to retailers dealing with the "carriage trade," which also is price and quality conscious. However, new creations in cotton carpeting are gaining popularity rapidly.

Upholstery fabrics reflect also the casual trend. These fabrics feature warm browns, shades of green, and beige. Weaving is tight, though attractive, to withstand heavy wear.

A Buyers Market — As was reported from the furniture shows elsewhere, the High Point show management and factory officials generally described the current market as "a return to normal" and "a buyers' market." Frequent comments also suggested that this return to approximate normalcy has created an immediate need for top-flight furniture salesmanship at both the manufacturer and retailer levels.

Louisiana Grants Kaiser Largest Tax Exemption in State's History

The largest industrial tax exemption in Louisiana history was handed Wednesday, January 9, by the state Board of Commerce and Industry to the Kaiser Aluminum and Chemical Corporation. The board at its monthly meeting approved for exemption the \$150,000,000 Kaiser aluminum reduction plant now being built near New Orleans, according to Joseph C. Hebert, acting director of the state's Department of Commerce and Industry.

The largest previous exemption, Hebert said, was granted to the Cit-Con Corporation in 1948 for a \$35,544,000 manufacturing plant near Lake Charles. In 1949 the Cit-Con tax exemption contract was amended to bring the total cost of the plant, which produces lubricating oils and waxes, to more than \$40,000,000, still far below the Kaiser exemption.

Under Louisiana law, new or expanding industries may be approved for tax exemption from ad valorem (property) taxes for ten years. The statute was enacted in 1936, discontinued during the war years and reactivated late in 1946.

H. Payne Breazeale, attorney for Kaiser, appeared before the board of Louisiana businessmen. The Baton Rouge lawyer said Kaiser is spending \$73,500,000 for equipment, \$39,000,000 for buildings, \$35,000,000 for construction and labor, and \$2,500,000 for other costs at the New Orleans facility. When the giant plant is completed in 1953 it will employ about 2,000 persons and produce an estimated 200,000 tons of pig aluminum a year.

"The Board of Commerce and Industry has been happy to work with the Kaiser people to bring a great new industry to Louisiana, and we believe that industrial plants in allied fields will follow Kaiser's decision to join our growing industrial family." Herbert said.

Fifteen other applications for tax exemption on new Louisiana manufacturing facilities valued at more than \$8,800,000 and creating over 290 new jobs were approved by the Board.

They included (company, location and value of new facilities, and jobs created): Freeport Sulphur Co., Terrebonne parish, \$3,976,125, 120 jobs; Consolidated Chemical Industries, Inc., \$3,489,200, 20 persons; Continental Oil Black Co., Westlake, \$200,000, 15 jobs; American Beverage Co., New Orleans, \$26,621, 5 jobs; Baton Rouge Frozen Foods, Baton Rouge, \$66,000, 10 jobs; Cotton Products, Inc., Opelousas, \$50,000, 4 jobs; Crescent Paper Box Factory, Inc., New Orleans, \$140,392, 25 jobs; Eunice 7-Up Bottling Co., Eunice, \$64,200, 7 jobs; Jennings Rice Drier, Jennings, \$154,000, 14 jobs; Hardy Drying Co., Lacassine, \$102,188, 8 jobs; Best Manufacturing Co., Baton Rouge, \$13,600, 18 jobs; Industrial Air Products Co., New Orleans, \$165,000, 20 jobs; Oronite Chemical Co., Plaquemines parish, \$271,950, 16 jobs; Pellerin Milnor Corp., New Orlean, \$12,285, 10 jobs, and Poulan Manufacturing Corp., Shreveport, \$80,-063, 15 jobs.

Power Companies Map Rapid Growth as Loads Rise Sharply

By Sidney Fish Industrial Analyst

HE demand for electric power in the South, arising from the growing needs of industry, farm and the home, is forcing an unparalleled expansion of the Southern utility systems. Hundreds of millions of dollars are being invested in new capacity.

Many systems have doubled or trebled their capacity during the last decade, under the stimulus of World War II and the rapid growth of the area during the postwar years. Now a huge expansion program is under way that will take years to complete, because of delays entailed in buying new generating units.

FPC Forecast — The Federal Power Commission has estimated that the Southern States will treble their power capacity by 1970, raising their output from the present level of slightly less than 15 billion kilowatts to approximately 45 billion kilowatts during the next two decades. Such a forecast sounds startling, but when the facts are appraised, it is within the realm of possibility that the power commission may even have set the target too low.

For the forces which are giving rise to the industrial growth of the South are also setting up requirements of a type which this area has never witnessed before. Higher personal incomes brought about by new industries are making it possible for the people of the South to buy power-consuming appliances on a far greater scale than ever before.

Even if the South was not receiving a big influx of new industries, it is likely that there would be need of a big increase in power capacity during the next decade or two. For wherever possible, industry is mechanizing every task. Mechanical handling equipment, conveyors, power driven tools, welding, heat treating, forging, rolling and smelting equipment all represent mechanization.

Contributing Factors—The high cost of labor has given industry an incentive to reduce costs wherever possible by taking human labor out of each process. Electricity is the most convenient power source for doing most of such cost-cutting. And experience has shown that after a job has been mechanized, the average employer winds up not with fewer workers, but with a larger payroll, because in cutting costs of production he widens the market for his product.

But the South is reaping much larger potential gains in power than the rest of the nation, because it is gaining the industries which are among the largest users of power—aluminum and steel production, chemicals, atomic energy, etc. In

many cases, low cost power is the magnet which is a big factor in the selection of a plant site in the South, whether power is derived from coal, lignite, natural gas or water wheel generators. Natural gas is a particularly important source of low cost power in the South, because it can be used at or close to the well in the generating plant, often avoiding the long expensive pipe lines such as raise the cost of natural gas to northern consumers.

Users—The electrification of the average Southern farm also means larger power needs.

In the last decade, the four constituent companies in the Southern Company—Alabama Power, Gulf Power Co., Georgia Power and Mississippi Power have increased their sales nearly three times, while the number of their customers has doubled. These companies serve about 100,000 square miles in four states—Alabama, Georgia, and parts of Mississippi and Florida.

In part of this territory, the major gains in power consumption have come from the industrialization of the area. In Mississippi, for example, 40 per cent of the sales of the Mississippi Power Company are to industrial companies, some of which have recently entered the South. Similarly the big new chemical and petroleum plants in the Southwest have set up rapidly growing power requirements.

In South Carolina, Georgia, Tennessee and Kentucky, the big new atomic energy plants are building new power needs. But equally important are the thousands of new alley shops, stores, and service stations, each of which has become an important user of electricity.

Costs — Billions of dollars are being poured into the expansion programs of Southern utilities. The Southern Company group alone invested \$314 million on new equipment in the decade that ended in 1950. For the three year period from 1951 to 1953 inclusive the group's program entails \$220 million. Thus it is seen that annual spending has more than doubled, in the last three years, compared with the last decade.

Most of the Southern utilities are wooing new industry with the bait of low cost power. For when this advantage is added to good labor supply, abundance of water, wealth of natural resources and other advantages, decisions in favor of a Southern location often result.

The thirty-six power generating stations in South Carolina, for example claim that their rates on the average are

30 per cent cheaper than the rates in areas outside the South. These generating stations have a capacity for 2.3 billion kilowatt hours.

Natural gas, so plentiful in the South, is used in generating a great deal of the electricity produced in the Gulf States. In some cases, as in the vast new aluminum plants, the electricity is generated at the plant site by the aluminum producer, using steam turbines or gas engines. But in most cases, the utility companies of the area are prepared to take care of all requirements.

Rate of Expansion — Within the last year, figures show that the gain in kilowatt output in the South has been larger than in the country as a whole. The gain in the South has been running, month by month, nearly 12 per cent over the same period of the previous year, whereas in states outside the South, the gain has been only a little more than half of that figure.

In the Carolinas, big expansion is scheduled by Duke Power, South Carolina Electric & Gas Co., Carolina Power & Light. Duke has a program for stepping up its capacity by one-third within five years. As against a rated capacity of 1,362,000 kilowatts in 1950, the target for 1955 is over 2 million k.w.

Similarly Carolina Power & Light will have added 140,000 k.w. by the end of this year, since 1950. South Carolina Electric & Gas, building a big new plant in Aiken County, near the new atomic energy center, will have two new steam generators, each with 75,000 k.w. capacity, in operation during the first half of 1953. These new units will cost \$25,000,-000 and will bring the company's capacity to more than 504,730 k.w. Ultimately the plant will have a capacity of 300,000 k.w. Designed to burn pulverized coal, it can use oil, if that fuel is cheaper, or more available. Altogether, the company has a \$50 million five-year program. The Company's steam plant, near Charleston, had its capacity increased by 100 per cent last year, when a 25,000 k.w. unit was completed. Now the company plans to double the capacity of this plant again, bringing it to 100,000 k.w. company's growth has been speeded up because of the entrance of so many new industrial and commercial units.

In Alabama, the Alabama Power Co., is adding this year another 100,000 k.w. unit at Gorgas, and another 55,000 k.w. water-wheel generator at Gorgas, near Birmingham, as well as the new 40,000 k.w. unit at the Chickasaw steam plant, not far from Mobile. Thomas W. Martin, chairman of the board of this company, points out that during the last year, the amount of electrical energy sold showed an increase of 11.7 per cent over the amount sold in 1950. The number of customers served increased 22,000, in that one year, to bring the total to 488,000. Thus it is clear that the rise in the use of power is being caused by the large number of Southern homes that are getting electricity for the first time, as well as by purchase of new appliances in old homes and by the growth of industry.

In the last decade, Alabama Power has

increased its generating capacity by 376,-361 k.w. or 62.4 per cent. In addition, there is under construction facilities for 405,000 k.w. This year, it is expected that 155,000 k.w. will come into service, while 125,000 k.w. will become available in 1953 and a similar amount in 1954. By that time, total generating capacity will be 1,384,500 k.w., or several times the capacity that existed in 1940.

In Georgia, the Georgia Power Company has a huge expansion program. After completing two 100,000 k.w. units in 1950, the company this year is planning to add another 100,000 k.w. unit at Plant Yates, near Newnan. A 40,000 k.w. steam plant will be completed at Brunswick this year, and another near Augusta in 1953. Next year too, a 45,000 k.w. unit will be completed in the hydroelectric development at Furman Shoals, near Milledgeville. A 20,000 k.w. unit was completed late last year at Bartlett Ferry.

Florida Power Corp., is expecting that by 1957, its power requirements will be twice as large as the 219,400 k.w. capacity which it had in 1949. It will add two units next year and in 1954 which will add 105,000 k.w. Gulf Power, in Florida, is adding new capacity at Pensacola, and at River Junction, near the Georgia State line, totaling at least 110,000 k.w. in the next two years. Florida Power & Light, in the Southern part of the state, is adding 75,000 k.w. this year and will match that increase next year.

A leading banker has estimated that if the growth of recent years continues, Florida Power & Light will have to increase its capacity from 446,000 k.w. to 1,250,000 k.w. by 1960, while Tampa Electric will have to double its capacity to 300,000 k.w.

In Mississippi, two big power companies are rushing their expansion programs. Mississippi Power & Light Co., is investing \$20 million to build a new steam plant in the Delta area which should be ready to produce 210,000 kw. next year. Another company, Mississippi Power of the Southern Co., group, has added a 67,500 kw. plant near Hattiesburg and a 40,000 kw. unit near Meridan, and will add a third unit next year.

Louisiana's capacity, up 2½ times in the last ten years, is growing rapidly in electrical energy. It has added a \$10 million plant at Nine Mile Point on the Mississippi, and will add a 105,000 k.w. unit this year. New Orleans Public Service is planning a new 88,000 k.w. unit.

Arkansas, has two big projects and will add 245,000 k.w. Arkansas Power & Light has completed its Hamilton Moses plant with 140,000 k.w. capacity. The Lake Catherine Plant's capacity is being doubled to bring it to 210,000 k.w., at a cost of \$9 million.

Virginia Electric & Power has two new 90,000 k.w. stations under construction, one near Norfolk and the other at Chesterfield. Last year it invested \$38 million and this year will add \$40 million more.

In Texas, twelve major companies provide low cost power to industry, virtually all of which are expanding rapidly. In Houston, for example, the Houston Lighting and Power Co., has increased its capacity during the last five years from 252,500 k.w. to 619,500. In addition, Texas Power & Light, West Texas Utilities Company, Southwestern Fublic Service and several others have large investment programs, on top of the expansion already achieved during and since World War II.



"One of your employees is stealing! Every month there is less in my account than my stubs show!"

Southern Research Inst. Aids In Developing a New Industry

Scientists at Southern Research Institute here have played an important part in making feasible another big new industry for Alabama.

Announcement was made last month that Calabama Chemical Company, Huntsville, would construct a \$500,000 chemical plant at McIntosh, Alabama. This plant is to manufacture agricultural chemicals on a large scale.

Influencing this decision is nine months of intensive research and experimentation by Dr. Carl Bordenca, Head of the Organic Division, and James Curry, chemical engineer, Southern Research Institute.

Materials shortage and conservation are problems in the chemical industry, as elsewhere, especially in time of national defense.

Sulphuric acid is one of the items in short supply. For Calabama's Huntsville plant, where sulphuric acid is used in the manufacture of DDT, the Institute scientists have developed a process for utilization of by-product surphuric acid.

Nor is that all. Bordenca and Curry have solved the problem of recovery of chlorobenzene, another ingredient in the manufacture of DDT.

Thus has Southern Research Institute developed methods for recovery of two components of an essential and highly effective product in such form that they are readily usable.

And by so doing Dr. Bordenca and Mr. Curry have tackled and solved a specific problem of waste materials at a time when conservation is essential to the defense program.

From an economic viewpoint the process is of tremendous value. Dr. Bordenca estimates it will result in a saving of many thousands of dollars a year.

Benton H. Wilcoxon, Vice President of Calabama Chemical Company, said another important phase of Southern Research Institute's work was the development of complicated analytical procedure which could be executed by his own laboratory in controlling plant operations. This work was directed by Dr. William J. Barrett, Head of Southern Research Institute's Analytical Section.

Calabama maintains very modest research facilities of its own, Mr. Wilcoxon said, and could not have carried out such an intensive research effort without the help of an organization such as Southern Research Institute.

Mr. Wilcoxon stated that work on the McIntosh plant will start immediately, and it is hoped production of agricultural chemicals can begin there by June.

Mathieson Chemical Corporation is constructing a huge chemical plant at McIntosh, and the Huntsville company is building its modern new facility there to be nearer its source of supply.

Dallas Area Gets New Industrial District

HE Missouri-Kansas-Texas Railroad announced last month the opening of one of the largest restricted industrial districts in the Southwest, to be located in the Farmers Branch Area adjoining the northern city limits of Dallas.

Donald V. Fraser, President of the Katy, made the announcement that a 350-acre industrial district, to be served exclusively by the Katy Railroad, is being developed on land owned by A. Webb Roberts, Dallas businessman. In making the announcement, the Katy chief executive said that the new Farmers Branch Industrial District will provide sites for both heavy and light industries and will be restricted to provide for industrial buildings of modern design and construction, broad expansive streets and landscaped lawns. Restrictions provide for masonry construction, uniform set-backs from the highway and streets, with rail and truck entrances to be from the rear or side.

The new industrial district is served by a 66 inch pipeline of filtered water with 100 lbs. pressure from Dallas' new 6 million dollar water plant located within 2 miles of Farmers Branch. The Texas Power and Light Company has completed installation of power lines to the area and a plentiful supply of natural gas has been assured by the Lone Star Gas Company. The area is on the Dallas dial system of the Southwestern Bell Telephone Company. A new municipal sewer plant has been completed by the Farmers Branch Community to provide adequate sewage disposal facilities.

Already two industries have constructed plants in the new Farmers Branch Industrial District. They are a Westinghouse Lamp Division warehouse and the Thompson Can Company. The Katy has completed trackage into the area to serve these two plants, and trackage layout has been designed to serve other plant sites.

According to H. Gifford Till, Director of Industrial Development for the Katy, the Farmers Branch Industrial District is ideally located for industries seeking Southwestwide distribution and manufacturing centers. "All of the basic necessities for an industry are in this District," Till said.

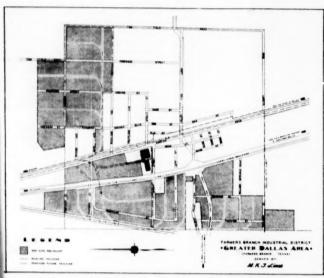
Of particular interest to new industries is the labor potential of the Area. The Texas Employment Commission pointed out that this immediate area has a population of roughly 30,000 people. Recent reports show that in excess of 325,000 people live within commuting distance of the new industrial area.

Proposed highway improvements will place Farmers Branch on a 4-lane express highway from downtown Dallas, and put it 8 miles closer to Fort Worth than the courthouse in downtown Dallas.

Another attraction of the area is the development of three large lakes as recreational spots. It will be 10 miles from the new International Airport that is being constructed between Fort Worth and Dallas.

A. Webb Roberts, the owner of the land on which the new Farmers Branch Industrial District is being developed, said that plans were already underway for establishment of a 30-acre shopping center.

The announcement of this new industrial district comes at the completion of



Layout of the new 356-acre Farmers Branch Industrial District on the northern rim of Dallas' city limits. The district will be served exclusively by the Katy Railroad.



When finished the new development will look very much like the newly-completed Dailas Airlawn Industrial District, shown above.

Dallas' Airlawn Industrial District, also served by the Katy, in which 36 industries have invested more than 20 million dollars in permanent modern buildings. The Airlawn Industrial District covers an area of 256 acres.

> Mayor of Farmers Branch, Lawson Lewis (c) talks with H. G. Till (1), Katy Industrial Development Director and A. W. Roberts (r) owner of 350 acres on which the new district has been created.

Plans for this new industrial district began about eighteen months ago, when the Airlawn Industrial District began to approach completion. The Katy's Industrial Development Department found that other eastern manufacturers were looking for plant sites and distribution centers in and around Dallas.

"The National attention drawn to the ultra-modern Airlawn Industrial District, has necessitated the development of another Industrial District near Dallas which we feel will be a credit to the fast-

Roberts and W. W. Renfro, Asst. Director of Industrial Development for the Katy, look over the layout of the district on the spot.

developing North Texas and Southwest area," Mr. Fraser said. He pointed out that the experience gained with Airlawn "has enabled us to embark on this new district to better serve the Southwest."

With respect to such districts as these, Dallas is far ahead of most Southern cities of comparable size.

> Aiready located in the district is this Westinghouse warehouse, right. Below, R. K. Leonard, Texas manager for Westinghouse, talks with Till and Roberts in his new office.







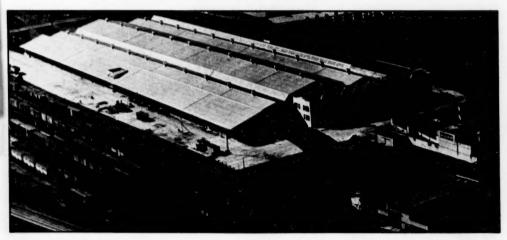


INDUSTRIAL EXPANSION



IN MISSISSIPPI

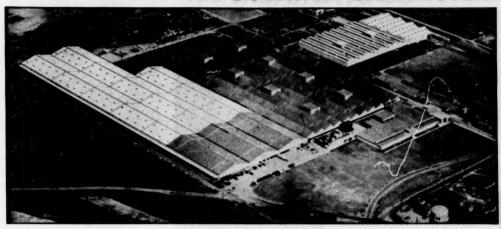
Ground has been broken at Vicksburg for the \$14,000,000 plant of the Spencer Chemical Co. The plant will manufacture anhydrous ammonia, ammoniating solutions, nitric acid and ammonium nitrate. The Vicksburg site was chosen for many reasons, among them the growing agricultural and industrial markets of the Southeast.



IN MISSOURI

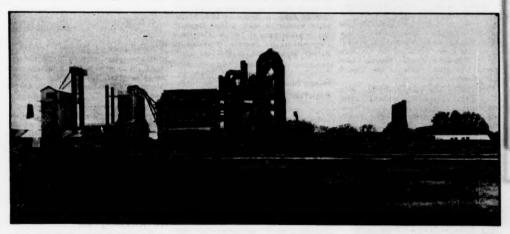
Latest addition to the transportation facilities of St. Louis is this huge, modern freight terminal recently opened by Missouri Pacific Lines. Covering approximately five acres, the new station has a capacity of 180 cars on its 12 tracks, all under one roof. This terminal replaces two stations and consolidates the freight operation.

INDUSTRIAL EXPANSION



IN TENNESSEE

New International Harvester plant at Memphis. International has been located in Memphis for several years, and the announcement of their \$3,000,000 expansion program last year brought their total investment in this particular operation to \$23,000,000.



IN LOUISIANA

The Cabot Company is building three carbon black plants worth more than \$5,000,000 in industrially booming Sr. Mary's Parish. Production at these plants began around the first of the year, and in 1952, for the first time, the output of the company's plants in Louisiana will exceed that of its Texas operation. 46 per cent of total production will come from Louisiana.

SOUTHERNERS AT WORK

Cities Service Announces Top Executive Changes

Major changes in top executive posts of the Cities Service system were announced on January 25 by W. Alton Jones, president of the parent Cities Service Company, as further steps in gearing executive staff to the system's growth of business and expansion of facilities.

A. W. Ambrose, president of Cities Service Oil Company of Delaware, with headquarters at Bartlesville, Oklahoma, and operating a fully integrated oil business in the Mid-Continent area, becomes Chairman of the Board of that company effective February 1.

Succeeding Mr. Ambrose in the presidency will be S. B. Irelan, since 1944, president of the Cities Service Gas Company with headquarters in Oklahoma City, Mr. Irelan will be succeeded in the presidency of the gas company by Glenn W. Clark, since 1944, vice president and general counsel of that subsidiary.

By assuming the chairmanship and turning over to Mr. Irelan the administrative direction of the company, Mr. Ambrose completes an executive reorganization program which he initiated last year and which will enable him to devote his principal attention to the extensive exploration and production activities of the company in both the domestic and foreign fields, Mr. Jones said. Development work is being expanded in several important areas, including the northern Rocky Mountains, Canada, Mexico, Venezuela, and other fields in the United States and abroad

Mr. Irelan has been associated with Cities Service since 1909 and has been for many years a key executive in the management of various Cities Service properties in the electric utility, natural gas and petroleum fields. As president of Cities Service Gas Company he has directed the construction and operation of several major pipelines, the most recent being the 26-inch Hugoton line extending from the Hugoton natural gas field in Kansas and Oklahoma to Kansas City, Mo.

E. J. Spiegel Named President By Gaylord Container Corp.

Edwin J. Spiegel has been elected president of Gaylord Container Corporation, to succeed the late Clifford W. Gaylord, it was announced on January 14 by A. C. Goodyear, chairman of the board of directors.

Joseph M. Arndt, vice-president directing sales, has been named to the executive committee.

Spiegel has been vice-president and



Edwin J. Spiegel

treasurer of the company since its formation in 1937 and will continue to serve as treasurer as well as president. He is also a director of the company and a member of the executive committee.

Spiegel, who is 57 years old, is a native of Fort Wayne, Indiana. He came to St. Louis in 1918 as an accountant with the firm of Ernst & Ernst. In 1920, he became associated with Robert Gaylord, Inc., a predecessor to Gaylord Container Corporation. He became treasurer of Robert Gaylord, Inc., in 1922.

Frisco Names A. M. Ball Assistant to President

Appointment of A. M. Ball, now superintendent of the River Division at Chaffee, Mo., as assistant to the President with headquarters at Birmingham was announced on January 22 by President Clark Hungerford of the Frisco Railway.

The appointment became effective Feb.

"The growing importance of Birmingham and the surrounding territory to the Frisco has raised the need for a direct representative of the executive office to be placed there," Mr. Hungerford said in announcing the appointment.

Ball is a veteran of more than 30 years service with the Frisco having started as a stenographer in 1920. After holding various secretarial positions he was appointed chief clerk to the trustee in 1934, and since that time has held positions as assistant superintendent on the Eastern and River Divisions, and superintendent on the Northern and Southern Divisions and superintendent of transportation. He became superintendent of the River Division last Dec. 15.

Olin Industries Announces Three Executive Appointments

John M. Olin, president of Olin Industries, Inc., today announced the appointment of F. S. Elfred as executive vice president and B. E. Bassett as vice president for production. M. W. Acker also was appointed a vice president.

Mr. Olin also revealed that the Company has continued its plan to refine and perfect its organization by the establishment of five additional integrated operating divisions. The new operating organization has become necessary due to the Company's rapid growth.

The new divisions are: Metals, Explosives, Arms and Ammunition, Electrical and Export, and are located principally at East Alton, Illinois, and New Haven, Connecticut. Mr. Elfred will have administrative responsibility for the operation of these divisions.

Previously announced was the establishment of the Olin Cellophane and Ecusta Paper divisions, both located at Pisgah Forest, North Carolina.

Citizens and Southern National Elects C. E. Woolman Director

C. E. Woolman, president and general manager of Delta Air Lines, was elected a director of the Citizens and Southern National Bank on Thursday, January 10.

Headquarters of both Delta and the bank are in Atlanta. Bank branches are in three other Delta cities — Augusta, Macon, and Savannah — and in Athens and Valdosta.

An active civic leader, Woolman is serving as Georgia state chairman of the Industrial Advisory Committee of the U. S. Savings Bond division, and as a member of the three-man committee heading the Atlanta Red Cross drive. He is a past director of the Air Transport Association of America and former chairman of the Finance Board of the ATA.

Davison Names Hauseman To Marketing Post

Appointment of David N. Hauseman, a retired brigadier general of the U. S. Army, as a marketing executive of The Davison Chemical Corporation is announced by R. L. Hockley, executive vice president. General Hauseman resigned as president of Houdry Process Corp. of Philadelphia to join Davison's executive force.

Born in Pottstown, Pa., General Hauseman received a B.S. degree in economics from the University of Pennsylvania in



David N. Hauseman

1918, a B.S. in mechanical engineering from Massachusetts Institute of Technology in 1928, and a master's degree in business administration from Harvard University in 1935.

Entering the army in the first World War. General Hauseman had had 29 years of service when he applied for and was granted retirement in 1946. He attended the Field Artillery School at Ft. Knox, the Ordnance School of Application, Watertown Arsenal, and in 1939 was graduated from the Army Industrial College. His early work was in production planning and field procurement. In 1943 he was placed in charge of the Army's Readiustment Division, which planned and formulated principles and policies covering the rapid settlement of terminated war contracts and the disposal of surplus property.

In 1944 General Hauseman was awarded the honorary degree of Sc. D. from Temple University in Philadelphia and on his retirement from the army he became executive vice president of the university, charged with the responsibilities of business management. Later he was elected to the board of directors and made president of the university's Research Institute. He went with Houdry in 1948, on the retirement of the firm's founder, Eugene J. Houdry.

John F. Watlington, Jr. Wins "Man of the Year" Award

John F. Watlington, Jr., Senior Vice President of Wachovia Bank and Trust Company, Charlotte, North Carolina, was selected as 1951's "Man of the Year" in the Carolina's largest City and leading trade center.

The annual award, which was established by The Charlotte News in 1944, was presented to Mr. Watlington in recognition of his outstanding service to the civic and business life of Charlotte.

Mr. Watlington has been active in local, regional and national Community Chest activities. In 1950, as Fund Chairman of the Charlotte Community Chest, he led the City to its first fund victory in several years. He served as President of the local Community Chest during 1951. Mr. Watlington also assisted last year in establishing, and is Treasurer of, the Carolinas United Red Feather Services, a two-state organization of social agencies.

Mr. Watlington became head of Wachovia's Charlotte office in 1939, and was named Senior Vice President of the bank and Chairman of the Charlotte Board in 1946

He has participated in numerous business and civic activities. In 1947, he was Chairman of the Men's Division of the \$50,000 fund campaign in behalf of Mercy Hospital. He has been President of the Executive Club, director of the Kiwanis Club and the Chamber of Commerce.

American Cyanamid Names K. C. Towe President

Mr. Kenneth C. Towe was elected President of American Cyanamid Company at a meeting of the Board of Directors on Tuesday, January 22nd. He succeeds the late Raymond C. Gaugler, who died suddenly on January 11th, 1952. Mr. Towe has been a Director of the Company since 1939.

The new President has been associated with the Cyanamid organization since April 26th, 1926 when he joined the Company as a member of the Accounting Department. He progressed through the positions of Assistant Treasurer and Comptroller and was appointed Treasurer on April 4th, 1939. On May 15th, 1945, Mr. Towe was promoted to Vice President in Charge of Finance, a position which he occupied until his election as President.

Mr. Towe is a Director of several companies associated with American Cyanamid Company. These include Porocel Corporation, jointly owned with Attapulgus Clay Company; Southern Minerals Corporation; Southern Pipe Line Corporation; and Southern Petroleum Corporation, all jointly owned with the Pittsburgh Plate Glass Company. He is also Director of Cyanamid's principal subsidiaries, North American Cyanamid Limited, Chemical Construction Corporation, and Cyanamid Inter-American Corporation.

Born in Elizabeth City, North Carolina, on January 19th, 1893, Mr. Towe is the son of a Methodist minister, and after finishing the secondary schools, was educated at Trinity College, (now Duke University), located at Durham, North Carolina. During World War I, he served as a Captain in the Quartermaster Corps of the United States Army. Before join-

ing the Cyanamid Company in April 1926, he was with the Roanoke Mills Company in Roanoke Rapids, North Carolina, and later with the Childs Company in New York City.

Bowers Succeeds Fletcher as Head of Arkansas Dev. Board

Chairman Marion Crist of the Arkansas Resources and Development Commission has announced the appointment of Charles R. Bowers, as the Commission's new industrial director, succeeding Wayne C. Fletcher, who has announced his resignation in order to join the staff of the Chesapeake and Ohio Railway as Industrial Commissioner.

Fletcher plans to headquarter in Huntington, West Virginia. He was appointed by Governor McMath in early 1949, after



Charles R. Bowers



Wayne C. Fletcher

being associated with the Commission as industrial engineer for the preceding four years. Fletcher participated in a concerted and successful effort to bring more than 1500 new industrial plants in-

(Continued on page 54)

Southerners

(Continued from page 53)

to the state since the end of World War

He was born in Louisiana and is an engineer by profession.

Bowers first joined the staff of the Resources and Development Commission as industrial engineer in 1949. He possesses a varied background in the national field of industrial engineering and public relations.

Bowers holds an engineering certificate from Massachusetts Institute of Technology. He served as an Air Force captain during World War I, and managed a primary flight training school at Helena during World War II. He has been associated with the Haynes Automobile Co., Standard Oil Co., Bendix Aviation Corp., and the Civil Aeronautics Authority. During his service with the CAA, he completed industrial and airport surveys in more than 400 cities. More recently Bowers has directed the Washington office of the Commission, which has aimed its efforts toward garnering for Arkansas its share of the current southward movement of industry.

Air Reduction Magnolia Names John Lund, District Manager

Mr. John Lund has been appointed District Manager of Air Reduction Magnolia Company, a Division of Air Reduction Company Inc.

With headquarters at Shreveport. Louisiana, Mr. Lund will have sales responsibility for the Shreveport District, assuming the responsibilities of Mr. Heber T. Wadley, deceased.

Formerly Mr. Lund was Assistant Mannger at Shreveport under Mr. Wadley and is thoroughly familiar with the Company's operations in the Louisiana, Arkansas and East Texas territories served by this Company.

Mr. John Lund joined Air Reduction in the Technical Sales Department in February of 1927 and has had sales and service experience in the Detroit, Bettendorf, Oklahoma City and Shreveport areas since that time

L. F. Coffin Succeeds P. F. Dolan at Bethlehem's Sparrows Pt. Plant

P. F. Dolan, assistant general manager of Bethlehem Steel Company's Sparrows Point plant since 1936, has retired after 53 years of continuous service in the steel industry. Prior to his last position he served for many years as superintendent of the blast furnace division. He is succeeded by L. F. Coffin, with Bethlehem since 1916, the greater part of the time as superintendent of the mechanical department.

Chicago Bridge & Iron Co. Names Mitchell, Sales Manager

Marvin G. Mitchell was appointed Manager of the Chicago Bridge and Iron Company's Atlanta, Ga., Sales office, located at 57 Forsyth St., on Jan. 1st. Mr. Mitchell will be assisted by J. W. Hoerner and B. S. Jenkins, Contracting Engineers.

Mr. Mitchell started with Chicago Bridge and Iron Company on June 19, 1939. He worked in their drafting rooms, shop and erection department and was transferred to the Sales department on



Marvin G. Mitchell

Sept. 10, 1944. He has since worked in Birmingham, Atlanta and Tulsa offices.

Mitchell was born in Waycross, Ga., on Dec. 24, 1916, and attended grade and high school at Quitman, Ga. He was graduated from Georgia Institute of Technology with a Bachelor of Science degree in Civil Engineering in 1939.

New Orleans Port Board Names Leon Irwin, Jr. Commissioner

Leon Irwin, Jr., prominent New Orleans insurance executive, was elected Jan. 10, as President of the Board of Commissioners of the Port of New Orleans.

Irwin was elected to this position by members of the Board of Commissioners and succeeds H. A. Sawyer, whose term as president expired. Irwin has been a member of the Board of Commissioners for the past four years, having been appointed to that position by Gov. Earl K. Long. Previous to his election as president of the Board, Irwin served as vice-president of that body.

Harry S. Hardin, Sr., secretary of the Board, was elected vice-president, to replace Irwin, W. B. Fox, treasurer, was

elected secretary of the Board and William H. Saunders, Jr. was elected treasurer and chairman of the finance committee. Saunders, who was appointed to the Board as a commissioner to fill out the unexpired term created by the death of R. K. Longino, was reappointed to a five-year term by Gov. Long. H. A. Sawyer will become commissioner of the Board.

A member of the Board of Directors of the Chamber of Commerce of the New Orleans Area and of the campaign executive committee of the Community Chest, Irwin is prominent in civic affairs of the city. He is second Vice Chairman of the Board and Chairman of the disaster committee of the New Orleans Chapter of the American Red Cross.

National Container Corporation Names A. Lee Gordon, Jr.

Samuel Kipnis, president of National Container Corporation, announced January 29 the appointment of A. Lee Gordon, Jr. as manager of its Memphis-Mid-South territory.

Mr. Gordon, who has many years' experience in the shipping container industry in the South, will open a regional office in Memphis, Tennessee, for National Container Corporation, manufacturers of corrugated and solid fibre boxes and multi-wall kraft paper bags.

According to Mr. Kipnis, the company plans to open a fabricating plant in Memphis in the near future.

Four pulp mills, five paper mills and twelve converting plants are currently operated by the company throughout the United States.

The company is also now engaged in the construction of a \$25,000,000 kraft pulp, board and paper mill near Valdosta, Georgia, and it has recently opened a \$1,000,000 converting plant in Dallas, Texas.

J. K. Stafford Joins Atlantic Steel Co.

J. K. Stafford, electric furnace authority, has joined Atlantic Steel Company, Atlanta, it was announced on January 12 by Robert S. Lynch, company president.

Mr. Stafford resigned from the Republic Steel Corporation after 35 years to accept his new position.

Considered one of the nation's best informed experts on the production of steel in electric furnaces, Mr. Stafford is credited with helping to pioneer this method of steel-making.

During the early part of World War II Mr. Stafford was associated with Mr. Lynch at the Canton, Ohio plants of Republic Steel in the development of armor plate and stainless steels.

Atlantic Steel Company's new 60-ton electric furnace is expected to be completed early this Spring.

Windows in Rolling Door

The Kinnear Manufacturing Co., Columbus, -An innovation in metal rolling doors onto—An innovation in metal rolling doors said to provide a "new look" for commercial and industrial applications while retaining the sound basic construction of this type

Narrow transparent panes of heavy-duty plastic are now available in one or more of the interlocking steel slats of these Kinnear



Kinnear Lookout Doors

doors that coll upward above the lintel. This fenestration in the door closure is reported to offer new benefits applicable to many different sites where more interior light is

uncreat sites where more interior right is required or vision to the outside is desirable. This type of door can be installed in old or new buildings, and can be of any reason-able size, limited only by practical engineering and operating factors.

Plastic Coated Gloves

Houghton Laboratories, Inc., Olean, New York—Hyflex gloves, a new line of plastic coated gloves which will protect against water, acids, alkaline materials, oils and a variety of other corrosive chemicals. Made by an entirely new centrifugal process, ac-cording to the manufacturer, these are canvas gloves which are coated with a tough, ab-rasion-resistant vinyl plasticol. The new ap-plication process is said to make possible exceptional adhesion to the canvas and freedom

The gloves are flexible over a wide tempera ture range, from freezing to as high as 200



Hyflex Gloves

degrees F. They are recommended by the manufacturer for all round industrial, home and farm work, and are especially suitable for use in electropiating, asphalt manufacturing, chemical processing, construction, municipal maintenance, material handling, oil refining and oil field maintenance.

NEW PRODUCTS

"Radiation" Speed Reducers

National Transmission Distributors, Inc., 654 Broadway, New York, N. Y.— Crofts "radiation" speed reducers, a line of worm reduction gears in a variety of ratios, ranging from 5 to 1 through 100 to 1 and from frac-

tional up to 400 hp.

The smaller units feature universal mounting for worm on bottom, top or vertical in-stallation. While delivery is made with assembly as specified, legs are removable and can be mated to other holes in housing to permit varied mounting.

Plastic Pipe and Fittings

Yardley Plastics Co., 142 Parsons Ave., Co-lumbus, Ohio—New selection of plastic type pipe and fittings which are said to be ideal for just about every type of cold water in-stallation.

stallation.

This line of pipes and fittings are light in weight, easy to handle, can be laid up quickly and are made of non-critical materials. Plastic pipe will not corrode, rust or rot, according to the manufacturer. The pipe and fittings come in all standard sizes from 12 inch to 6 inch.

Power Ventilator

Burt Manufacturing Co., Dept. MB, \$27 S. High St., Akron II, Ohlo—Burt Free Exhaust Fan Ventilator, designed particularly for rapid localized removal of air contaminated with smoke, fumes, dust and heat. The unit is powered with a Burt fan directly connected with its motor. Air shaft extends above the fan and terminates in a pair of dampers that lopen and close automatically as the fan is turned off and on. Their absolutely free opening allows an unrestricted volume of air to be driven upward at high velocity. at high velocity.

Cold Solder

A. L. Okun, 148-26 58th St., Flushing 55, N. Y.—Powdered aluminum in a quick drying non soluble liquid form supplied in a semi-fluid state for application with a putty knife or by brushing or spraying when thinned with a solvent supplied by the manufacturer. It applies in filling seams and imperfections in metal assemblies, it fills pits, blowholes, and fractures in castings, and serves as a metallic coating on patterns so a liquid parting can be used.

The vehicle evaporates, leaving the deposited aluminum in a smooth surface that will not crack, chip, peel or shrink in its recommended service, according to the manufacturer.

DeBotherat Fans Division, American Ma-chine and Metals, Inc., East Moline, Ill.—A new moderately priced panel vent set for use at free delivery or relatively low static pres-sure. These units are available with fan wheels sure. These units are available with fan wnees 24 inches, 30 inches and 36 inches in diameter, with air moving capacities up to 13,190 CPM.

All DeBothezat fans have totally inclosed ball bearing motors wound for dual voltage.

Labeling Tape

Labelon Tape Co., 450 Atlantic Avenue, Bochester 9, New York — A new pressure sensitive labeling tape on which you can write and which becomes waterproof, oil proof and smudge proof is now available in four colors, seven widths, and two roll

Made of two layers of acetate with a white Made of two layers of acetate with a white waxy substance laminated in between, Labelon derives its writing qualities from the pressure applied by pencil, stylus, or other blunt instrument rather than from lead



Labelon Tape

Pressure on the clear top layer indents the white substance and exposes the bottom colored layer to view. By flicking the ribbon lever on a typewriter to stencil, the information can be typed on the tape. The tape requires no moistening and adheres readily to almost any hard surface.

Dust Respirator

Mine Safety Appliances Co., Pittsburgh Pa.—A new dust respirator designed to provide the highest degree of user comfort eve attained in a respirator. Called the Dustfoe #55, this equipmen weighs only 2% ounces, 25% less than pre



Dustfoe #55

vious models, Breathing resistance has been cut in half, with users of pilot models re-porting that they were "hardly conscious of wearing a respirator."

(Continued on page 56)

NEW PRODUCTS

(Continued from page 55)

A fifty per cent reduction in width of the filter holder eliminates a "blind spot" area and greatly increases the downward vision. area Construction of the assembly allows for quick changing of filters and easy replacement of

Industrial Division, Webber Appliance Co., Inc., Indianapolis 3, Ind. — Industrial me-chanical freezers capable of producing and holding round-the-clock temperatures as low

There are more than 40 standard models, ranging in cold chamber capacity from four cubic foot testing and production models to 45 cubic foot production models. 45 cubic foot production models.

Standard units are offered to the various

sizes to produce -40°F, -80°F, -100°F,

-125°F, -150°F, and -165°F, Among the
advantages claimed for these freezers are:
full year's warranty on any model, a patented

heat exchanger which permits closer toler-ance in maintaining low temperatures and

increases the efficiency of the unit, com-pressor operation at normal head pressures, air haffle around the lid opening which per-mits "open-door" operation without a rise in cold chamber temperature, low, easy to work

out of construction and exclusive stabilizing loops on the expansion valves.

H. B. Kirkland Co., Morristown, N. J.—A power plant type of illuminated message annunciator, known as the type #MLBR, dealign #JK, service #200 with plug-in type felays used throughout. The #200 service is described as follows: an abnormal contact condition causes the horn audible signal to sound and lights the message in two colors. When the operator difference the audible signal to message is

ilences the audible signal, the message is ighted in red. The message remains so

Illuminated Message Lamp

Industrial Freezers

as minus 165 degrees F

lighted until the contacts restore to normal.

which automatically causes a different tone to sound again and the message is lighted in white, indicating the restoration to normal. Operation of a toggle switch removes the audible signal and the message is non-illumi-

Annunciator

nated. The cut-off of the audible signal for nated. The cut-off of the audible signal for one section does not prevent the audible sig-nal from sounding again in the event of an abnormal condition in another section.

Knock-Down Shop Stool

Standard Pressed Steel Co., Jenkintown, Pa.—A knock-down shop stool, adjustable in three sizes to 15 positions and designed to

three sizes to 15 positions and designed to be shipped and stored economically. The stool has a welded seat assembly, double-angle leg construction for strength and an automatic nut-locking feature. One size is adjustable from 18 inches up to 22 inches, a second from 23 to 27 and a third from 28 to 32, all by one inch steps. The adjustment can be made simply with four holts.

All-Purpose-Glove

Mine Safety Appliances Co., Pittsburgh, Pa.—A long-wearing all-purpose work glove with special coating that sheds moisture and

with special coating that sheds moisture and resists chemicals. According to the manufacturer, these gloves wear like leather, yet cost little more than ordinary canvas gloves. The vinyl-piastic coating stays flexible in extreme cold, does not become "tacky" at any high temper-ature to which workers hands are normally exposed, and is said to be especially effective in combatting strong acid concentrations.

Although designed primarily for hand pro-

tection, the gloves are tailored for comfort and utility. Seams are straight and there is no excess of material in the finger crotches.

Grounded Portable Lighting

McGill Manufacturing Co., Valparaiso, Iad.

—A grounded, portable light that includes an approved three wire convenience outlet. Known as the 5000-G series, these lamp guards are especially designed to promote safety in the handling of portable lighting, and the power tools attached at the handy convenience outlet that conform to all applicable requirements of the Underwriters Laboratories and insurance inspectors.

The series has two cage designs. One design features a concentrating end lens and rotary reflector for focusing light where it is needed. The other has the standard McGill No-Rol cage and reflector, and is constructed of heavy steel wire.

of heavy steel wire.

Scrap Baler

Wheeling Steel Corp., Wheeling, W. Va. new and completely automatic scrap baler, e result of nearly two years' engineering development work, has been put into

operation at Wheeling's Beach Bottom plant.

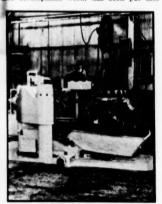
This baler will produce bales of steel scrap that are more uniform in size and weight and of a much greater density than heretofore

Where baling machines now in general use produce bales with a density varying from 14 to 30 per cent, this installation is said to compress the scrap to a density of from 45 to 70 per cent, depending upon the type of scrap on hand. The entire operation from loose scrap to finished bale consumes less

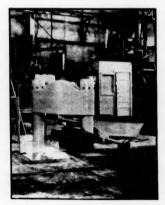
than three minutes.

This is the first installation of its kind.

The equiment was built by the Hydraulic Manufacturing Co. of Mt. Gilead, Ohio.



Electromagnet drops loose scrap into loading hopper which tips forward and dumps into baler box.



Finished scrap bales are automatically extruded from the machine, each 18" sq., weighing 700 lbs.



Powerful magnetic crane hoists bales into railway car which takes much needed scrap to furnaces.



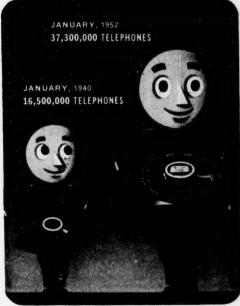
1. Cute Baby

This is Betsy Helveston as she appeared in a telephone advertisement in 1940.



2. Big Girl Now

Here's Betsy as she is today. She's grown a lot and changed a lot in the last twelve years.



3. He's Bigger Too

In the last twelve years, the number of Bell telephones has been increased from 16,500,000 to 37,300,000.

We've Been Growing Along With Betsy

While Betsy has been growing up, the telephone system has been growing too.

The figures are impressive. But far more important is what they mean in service to the people of this Nation.

Millions who never had telephones before now have them because the Bell System has added nearly 21,000,000 new telephones since January, 1940.

Business and industry are better able to serve the country because there are now more than three times as many Long Distance circuits.

The new coast-to-coast *Radio-Rolay* system not only means better Long Distance service but also brings Television to millions more people.

Above all is the value of good telephone service to the productive capacity and security of the country. Nothing is more important to defense than quick, reliable communication.

BELL TELEPHONE SYSTEM



Blue Book Salutes

(Continued from page 37)

The Blue Book staff, during the past year, has been busy gathering together every type of available material with a bearing on Southern cities of 20,000 inhabitants or more. An impressive assemblage of material has been the gratifying, if surprising, result.

But that is not all

It is a rare occasion when urbanization, and especially industrialized urbanization, occurs spontaneously. Most generally it is the end product of hard work and optimistic confidence.

It takes people to turn out work and to maintain confidence. To these people, the directors of business development in their respective communities, the *Blue Book* staff has gone for assistance and cooperation.

Appeal has been made to the executives in charge of some 200 Southern chambers of commerce to dig up, compile, and send in the facts and items of interest that do the job of "selling" a city.

Candidly, the response was more than expected. It would seem from the material now at hand that not even one chamber report could be missing.

However, in due time each will be recorded and given proper credit in the *Blue Book* for the effort made in this new venture.

With the mass of material now at hand, the problem has become one of space rather than of material, but the result is fairly certain to be of a nature to intensify longstanding interest in the book.

In rounding out Blue Book structure, it is felt that there should be some connecting link between data at the state and community levels. Usually, the county unit is used for this spot.

From certain standpoints, the county level serves good purpose. Unfortunately, from other standpoints it is not so good. From an economic standpoint it holds little interest.

Fortunately, however, another recent innovation provides a much more practical means of making the link-up between state and city.

Recently, the Bureau of the Census, with the cooperation of many state and institutional groups, devised a layout of what is known as "State Economic Areas."

As described by the Bureau: "State economic areas are relatively homogeneous subdivisions of States. They consist of single counties or groups of counties which have similar economic and social characteristics. The boundaries of these areas have been drawn in such a way that each state is subdivided into a few parts, with each part having certain significant characteristics which distinguish it from other areas which it adjoins . . . "

Data covering these areas, therefore, will replace in the Blue Book the space hitherto allotted to County Data.

Specifically, both the areas and the cities within them will be presented in tabular style so as to depict precisely and fully their economic status.

Statistics on business activity will include sales and receipts for the year 1951, itemized for farming, mining, construction, manufacturing, utilities, finance, trade, and services.

For the cities themselves much additional data will be shown, including industrial facilities such as railroads, highways, power and water supply, and available raw materials. In brief, the object will be to furnish to interested business people all the information that would be necessary and useful in doing business with a particular city.

It is hoped and expected that a presentation such as this will not only be of widespread interest to readers in general, but also a reliable guide for those who are intent upon establishing new plants in the South.

This intention becomes more and more frequent and pressing as the South continues to demonstrate its economic advantages.

There is a constantly growing list of applicants for new plant sites, bent upon cashing in on the fruitful prosperity that now envelops the region — a prosperity that promises to become even more fruitful with the passage of time.

And that gets around to a final point. The 1952 Blue Book will make a tabular comparison, by states, and for the South as a whole, showing the net gain in economic expansion since before the last

By net gain is meant gain in capacity and ability to produce physical units rather than dollar quantities.

While dollar amounts of business sales, etc., will of course be shown as in the past, it is a well recognized fact that comparison of annual results, couched in dollar terms, is a very misleading comparison when prices gyrate as they have during recent years.

Physical output, on the other hand, is definitely enlightening, in that it delineates progress in unmistakable accuracy.

Welcome for the Silver Falcon



A blanket of flowers featuring the design of Eastern Air Lines' famous Silver Falcon is presented to stewardess Mary Carroll Van Kirk, by Mrs. Dorothy Fritts, an employee of Glenn L. Martin Co., as Martin-Duilt plane ends first scheduled flight to Baltimore's Friendship Airport. Also present are ship's crew, Capts. Barber and Zeng and D. R. Goodrum, Glenn L. Martin and C. T. Wiley, right, Martin Company vice president.

Cotton Exports Up at Houston, Export-Import Bank Loans Help

Cotton exports will be stimulated in the early Spring months as a result of loans being negotiated through the Export-Import Bank in Washington, according to Houston Cotton Exchange sources.

Meantime, the Exchange reported that exports through the Port of Houston for the season thus far were running 53,000 bales ahead of those for the comparable period last year.

A considerable amount of export cotton is being financed through the Export-Import Bank, Cotton Exchange officials said.

A \$50,000,000 loan to Germany and a \$40,000,000 loan to Japan have been completed while a loan of \$20,000,000 to Colombia and another for Spain are under negotiation.

Although the loans to Germany and Japan already are in effect, only a small amount has been utilized as far as shipments are concerned.

STEP ON IT!

let Barrett SPEED your Roofing Jobs!



WHEN THE WORD COMES TO

The urgency of America's defense program calls for a lot of speed on the part of American industry. And for a lot of new roofs, too! New roofs on new plants . . . and new roofs, or repairs, on old plants, as well.

Nearly 100 years of experience in meeting roofing demands of every kind have fitted Barrett to give you the world's longest-lasting built-up roof in the shortest possible time. For Barrett speeds your roofing jobs in 4 important ways.

barrett speeds specifications. Ready at hand are Barrett time-tested, scientifically calculated application specifications for almost every built-up roofing problem. These are so foolproof that Barrett Specification* Roofs can be bonded for 20 years, and generally last much longer. Approved by the National Board of Fire Underwriters—Class A.



BARRETT SPEEDS deliveries. Strategically located supply points enable us to rush materials to your Barrett roofing contractor, and to your job when they are needed. Barrett does not have to rely on outside sources of supply for roofing pitch and felt. Because Barrett Specification* pitch and felt are made in our own factories, production can be controlled to meet demands. Your Barrett roofer can be sure that he will get the materials he wants when he needs them.



ROSE CARRETT SPIEDS application. The Barrett Roofer can be sure that roofing materials will be of uniform high quality. Application goes smoothly because there is no defective felt or pitch to interrupt and slow down operations. No time lost on the job!



Skilled workmen make for fast jobs.
Skilled workmen make for fast jobs.
Barrett Approved Roofers have had many years of practical experience, plus well-trained manpower, plus Barrett engineering help, to assure you the finest possible roofing job in the shortest possible time.



THE BARRETT DIVISION

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40 Rector Street, New York 6, N. Y.

205 W. Wacker Drive, Chicage 6, 111. 1327 Erie Street, Birmingham 8, Alebame 36th & Gray's Ferry Ave., Philodelphia 46, Pa.

In Canada: The Barrett Company, Ltd., 5551 St. Hubert St. Montreal, P. Q.

Reg. U. S. Pat. Off.

But don't wait until you're up against it before ordering necessary roofing work. Call in a Barrett Approved Roofer today, or write us.

Carolina P&L

(Continued from page 41)

much as two per cent of the outstanding stock. All its officers and directors are residents of the two states its serves.

The territory served by Carolina Power & Light includes portions of the coastal plain and lower Piedmont sections of the two Carolinas, extending from the Virginia line almost to Columbia, S. C., a distance of 250 miles, Its western district includes the area around Asheville, and after the Tide Water merger, its eastern area will extend to the Atlantic Ocean.

The Tide Water Power Company traces its ancestors back to the old Wilmington Gas Light Company which began operations in 1851. The Wilmington Street Railway was organized as a horse-drawn street car system in 1887 and electrified it in 1891. At the same time the Wilmington Seacoast Railroad was built and operated from Wilmington to Wrightsville Beach and the Hammocks. In 1899, all of these companies merged, and in 1907 they were given a charter under the name of the Tide Water Power Company and it was first directed by the late Hugh Mac-Rae. It served Wilmington and New Hanover County. In 1922, Tide Water was purchased by A. E. Fitkin and rapidly expanded under the direction of F. A. Matthes. Service was extended to outlying towns whose electric systems were acquired by merger, and gas plants were built at five places. Three municipal water systems were acquired. During the depression of the early 30's, the company

changed hands. In 1939, its electric street cars gave way to buses, and the transportation system was sold to Safeway Transit Co. In 1943, Warren W. Bell took over as president and the company was reorganized and expanded. Bell and A. E. Jones, executive vice president, will be retained by CP&L as vice presidents.

South's Awards

(Continued from page 43)

\$37,000,000,000. This figure is advanced by the national contractors association and "is considered possible of attainment within the framework of the current mobilization program" if materials pro-

Twenty-eight story Continental Bank Building, Fort Worth, Texas.

duction continues high, work stoppages are negligible and the structural steel supply eases.

Employment in the construction industry, which reached an all-time peak last year, is expected to continue at a high level in 1952. In August of 1951 construction contractors had 2,809,000 workers on their payrolls, or 233,000 more than in August 1942, the peak employment month during World War II.

The Department of Labor, where the prediction on high employment in construction originated, expects home building to decline from the eleven billion dollar value of last year, but says industrial plant building will continue for some time, with the expenditure in 1952 approximately \$3,700,000,000, or nearly a billion dollars more a month than last year.

Savannah State Docks Opening Scheduled for November

Formal opening of the new Savannah (Ga.) State Docks will be held in late November of this year, James D. Robinson, Jr., chairman of the Georgia Ports Authority, announced recently following a meeting of the authority in Atlanta.

Mr. Robinson said construction of the new \$5,500,000 dock facilities of the Ports Authority is running according to schedule. Four shipping berths, three transit sheds, and railroad and truck ramps to the docks are being built at the state port site.

The Authority passed a resolution inviting Governor Herman Talmadge, members of the Georgia General Assembly and other State officials to attend the opening ceremonies.

The group has also extended an invitation to the American Association of Port Authorities to hold its 1952 annual convention in Savannah in connection with the official opening of the new docks.

Henry W. Sweet, of Savannah, general manager of the Georgia Ports Authority, and president of the AAPA, said if the invitation is accepted it would be the first time the international ports group has met in Georgia and the first time a convention of the organization has been held in connection with a port opening.



6000

ENVELOPES

ARE JUST

6000

BUSINESS



American Gas & Electric Announces Additional Expansion

Another 20,000 kilowatt generating unit has been authorized on the American Gas and Electric System, bringing the total construction program for the 1952-1954 period to 1,300,000 kilowatts, according to Philip Sporn, president, American Gas and Electric Company.

The newly-authorized unit is the same design as the four 200,000 kilowatt units under construction at the new Kanawha River plant in West Virginia and the Muskingum River plant in central Ohio. These are the largest generating units now being built in the country, and they are expected to turn in the most efficient fuel performance of any plant, including the Philip Sporn plant, an AG&E installation which during 1950 attained the best fuel record in the country according to the reports of the Federal Power Commission.

The new 200,000 kilowatt unit will be installed by the Indiana & Michigan Electric Company in its Tanners Creek Plant, located in southeastern Indiana. and will be known as Tanners Creek Number Three Unit. It is expected that this unit, assuming all materials are available and delivered on schedule, will go into commercial operation June, 1954. With the new 200,000 kilowatt unit the Tanners Creek plant's total generating capacity will be increased to 500,000 kilowatts, making it the second largest plant on the American Gas and Electric System. Largest will be the 600,000 kilowatt Philip Sporn plant in West Virginia.

The authorization for the new 200,000 kilowatt Tanners Creek Unit will bring total capacity under construction on the System to 1,300,000 kilowatts. Outside of TVA, this is the largest amount of generating capacity scheduled for completion in the same period by any other power system in the country.

Generating capability of the American Gas and Electric System will total 4,019,-000 kilowatts by summer, 1954—over 4 times the generating capicity of the system in 1929; over twice the system size in 1948; and 1,300,000 kilowatts greater than the system was during 1951.

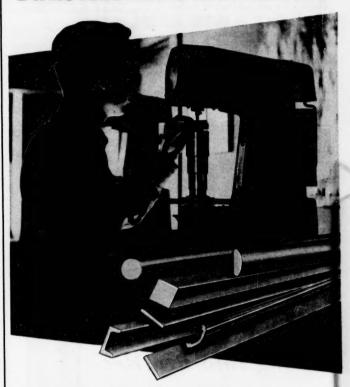
One of the major integrated systems in the country, the American Gas and Electric System serves parts of Michigan, Indiana, Ohio, West Virginia, Virginia, Kentucky and Tennessee — one of the fastest growing areas in the country and one of America's most vital defense areas.

Luscombe Corp. Schedules \$450,000 Building Program

A \$450,000 building program which will add more than 80 per cent to the permanent building area of Luscombe Airplane Corporation, Dallas, Tex., was announced recently by H. L. Howard, president of Luscombe.

The new program will add 85,000 square feet of floor space to the Luscombe facilities. Present area of permanent buildings is 102,000 square feet.

Quality is not left to chance in DIXISTEEL BARS and SHAPES



Every heat of DIXISTEEL is chemically analyzed by experienced chemists at least once in the course of production. A staff of inspectors and metallurgists constantly check for proper physical properties. And when the steel has run this gauntlet of chemists and metallurgists, the finished product is closely scrutinized for proper finish and close-tolerance size.

No, the quality of DIXISTEEL is never left to chance. And that, we think, is why DIXISTEEL means good steel to thousands of steel users.



\$25 Million Pulp Mill to be Built By Rayonier, Inc., in Georgia

Rayonier Incorporated announced plans on January 25 for the early construction of a new pulp mill at Doctortown, Georgia, capable of producing 250 tons per day of purified wood cellulose. A mill site of 530 acres has been purchased and construction will be started as soon as steel and other materials requiring Government allocation are available.

In releasing this announcement, Clyde B. Morgan, President, stated that application has been made to the National Production Authority for a Necessity Certificate and for allocation of the necessary materials. The new mill will provide additional tonnage to meet the growing requirements of Rayonier's customers and at the same time will afford a reserve capacity for the possible manufacture of wood cellulose for military purposes.

Proceeds from the recently announced borrowing of \$40 million from the Prudential Insurance Company of America will be used in part to finance this project, which will constitute an investment in excess of \$25 million.

Rayonier is one of the large producers in the United States of purified wood cellulose, a basic raw material used in the manufacture of rayon, tire cord, cellophane, photographic film, and other cellulose derivatives. The company already owns and operates three mills in the State of Washington and one mill in Florida, with combined annual capacity of approximately 430,000 tons. This fifth mill will have annual capacity of 87,000 tons.

A considerable enlargement of Rayonier's capacity is going forward at the present time in a \$6 million special construction program at the four existing mills. This construction is expected to be completed in 1952. The Doctortown project is a further extension of the company's long-range expansion program, which has been planned to serve the steadily increasing demand for wood cellulose in the rayon, cellophane, and related industries in the United States and world markets.

An advantageous location for the mill was selected in southeastern Georgia, on the Altamaha River, at a point 38 miles from the sea, in an area where there is an abundant supply of both surface water and ground water. The site in Doctortown, near Jesup, is served by the main line of the Atlantic Coast Line Railroad, with radiating rail connections and highway approaches affording economical transportation of pulpwood from the heavily wooded surrounding area.

The mill will use an improved process which permits the production of superior grades of wood cellulose, primarily for high tenacity yarn applications, such as tire cord, parachute materials, and rubber belting. Flexibility is provided in the mill's design, however, so that it will also be able to produce nitration pulp if necessary for the manufacture of explosives, as well as pulps for special types of paper and for standard textile yarns.

To provide an assured long-term supply of raw material for this new operation, Rayonier has recently enlarged its already substantial wood resources in the South, which had been built up to support production at the Fernandina Division in Florida. Large acreages have been purchased this year, and today, the company owns or controls approximately 400,000 acres in southeastern counties of Georgia and northeastern counties of Florida.

Approximately 550 cords of wood will be consumed per day, part of which will be drawn from Rayonier's own holdings of timber, and part will be purchased from local land owners, thereby creating a sizable new market for wood in the area. The mill is designed to use all the local species of pine, as well as the local hardwoods.

The Doctortown project will be carried out under the executive direction of R. F. Erickson, Vice President in Charge of Engineering and Plant Development. The mill's special processing procedures were developed by Rayonier's Research Division under the supervision of Dr. A. N. Parrett, Vice President in Charge of Research and Development. Designs for the installation of the processing equipment have been prepared by Rayonier's own engineers, and Ebasco Services, Inc. has been retained as consulting engineers to design the mill structurally.



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New Extrusion Presses for Reynolds Will Expand Design Horizons

The United States Air Force has awarded a multi-million dollar contract to Reynolds Metals Company, Louisville, Ky. involving the construction of a new building at its Phoenix, Arizona, plant and the installation of two enormous extrusion presses . . . one rated 8,000 tons capacity, the other 12,000 tons. This is part of the Air Force large-press program for which Congress recently appropriated \$210 million, explained R. S. Reynolds, Jr., president of Reynolds Metals Company in making the announcement.

The new building with 400,000 square feet of area will increase total plant floor space at Phoenix by about 25 per cent. Some 400 new workers will be added to operate the new facilities.

The 12,000-ton capacity unit will weigh 2,600,000 pounds, with the hydraulic system another 500,000 pounds. About 22 months will be required to build this huge machine. With its runout table, it will be more than 250 feet long . . . almost a full city block . . . giving an idea of its tremendous size.

The tie rods that form the main frame of the unit are 66 feet long, 32 inches in diameter, weigh 200,000 pounds. Press platen weighs 276,000 pounds; center main ram 146,000; crosshead 265,000; cylinder housing 310,000; bed plate 152,000

Shipping the parts to the site will require 25 freight cars. Some of the individual sections of the press will be so large that two flat cars joined together will be required.

The new addition will increase the plant output by about two million pounds a month

Houston's Public Grain Elevator Shipped Record Tonnage in 1951

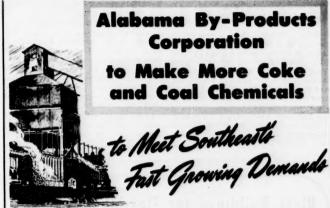
The Port of Houston's perennial recordbreaker—the public grain elevator—has done it again: it shipped an all-time high of 61,486,750 bushels of grain during 1951.

Port Director W. F. Heavey said this is an increase of 22.1 per cent over 1950 and more than a million bushels above the previous record year of 1949.

Sorghum (milo) accounted for the largest portion of the 1951 total, with more than 35,000,000 bushels being shipped. In addition, 24,000,000 bushels of wheat, 2,000,000 bushels of corn, and 227,000 bushels of soy beans moved through the port.

General Heavey attributed the unusually large amount of sorghum handled to an unsatisfactory year for the farmers, but said sorghum was a coming commodity for Texas and proving increasingly advantageous, because of its relatively lower cost, to such countries as India, Japan, and Formosa.

Of the 225 deep-sea ships carrying grain out of the port last year, 213 went to foreign ports and 12 to coastwise points, chiefly Philadelphia.



ALABAMA BY-PRODUCTS CORPORATION of Birmingham—one of the Nation's largest commercial coke producers—is now rushing to completion the fifth expansion program in its history. Because of the tremendously increased demand for coke from the Southeast's flourishing foundry trade, the Company is building a new battery of coke ovens which will bring its capacity to over 900,000 tons a year. It is likewise stepping up the output of its coal chemicals and by-product gas.

"Our large expansion program helps assure an ample supply of quality coke for the Southeast's fast growing malleable and grey iron industry," says Phil H. Neal, president of ABC. "Capacity of our plant has been increased more than fivefold since our Company was organized. Biggest factor in our growth has been the broad-scale industrial development throughout the Southeast. Another is Birmingham's superior location as a distribution center—not only for the whole Southeast but for all the 31 States we serve and our export markets in Canada, Cuba and Mexico."

ABC is one of scores of Birmingham district enterprises that have spiraled from small beginnings into nationally known industries. New plants will find even greater growth opportunities because of the accelerating progress of the South. Stake your claim now.



The Committee of 100 or any of the undersigned nambers of the Executive Committee will welcome the opportunity to give you confidential and specific data regarding the advantages of the Birmingham district for your plant, office or warehouse.

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Port of Baltimore Sets Record Ship Turn-Around

What is believed to be a new record for the Port of Baltimore was established in January when more than 10,000 tons of import iron ore were dispatched from a vessel, the ship made ready and loaded with a full cargo of export coal and cleared for sailing in a total elapsed time of 57 hours and 20 minutes, according to the Export and Import Bureau of the Baltimore Association of Commerce.

This turn-around time of less than 58 hours is the shortest elapsed period for a total inbound and outbound operation in

Port history, according to the records of the Export and Import Bureau.

The vessel was the SS "Asian," a liberty ship which arrived at the Curtis Bay ore pier of the Baltimore & Ohio Railroad and began discharging her 10,400 tons of Liberian iron ore at 12:30 p.m., Friday, January 11. Dichmann, Wright & Pugh, Inc., were the owner agents and the charter agents for this vessel. By 6 p. m. Saturday, January 12, the ore was completely unloaded.

Overnight the ship was made ready and shifted from the ore pier to the Curtis Bay coal pier of the Baltimore & Ohio Railroad. The "Asian" started taking on coal at 7:45 a.m. Sunday, January 13 and by 9:50 p.m. the same day was ready to sail with 9868 tons of coal in her hold.

John S. Connor served as custom house brokers for the inbound movement of the iron ore, which was destined for Republic Steel Corporation plants in the eastern Ohio area. The Connor firm also served as foreign freight forwarders for the outbound movement of coal which was dispatched to Holland for the account of the American Anthracite and Bituminous Coal Corporation.

Ramsey, Scarlett & Co., Inc., operators of the Baltimore & Ohio ore pier, were the stevedores on the discharge of the ore cargo.

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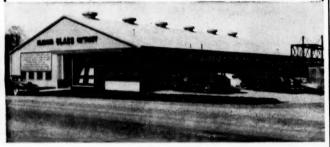
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Bendix Builds Millionth Auto Radio At Baltimore Plant

Almost four years to the day, after completing the first set, the Bendix Radio Communications Division of Bendix Aviation Corporation on January 28 turned out the one millionth auto radio for the Ford Motor Company.

According to Arnold Rosenberg, General Sales Manager, four years and one million auto radios ago, the Ford Motor Company placed its first order with Bendix Radio for a high quality auto radio. Bendix received the order by promising to build a better radio, at lower cost and on a closer schedule than competing autoradio manufacturers.

The first Bendix sets went into the 1949 Ford. Now, one million sets later, Bendix has produced radios for the 1949, '50, '51 and '52 Ford automobiles. Constant engineering has made the millionth set much better than the first one.

In reviewing the history of the contract with the Ford Motor Company, it was pointed out that the radio receiver is an accessory that has now become vital to the auto industry, and that more than 80 per cent of the new cars today leaving show rooms all over the country are equipped with radio receivers of one type or another. Bendix has assured itself of a place in this field by passing this important milestone.

According to Mr. Rosenberg, the one millionth Ford Auto Radio will pass down the conveyor of the longest single unit auto radio assembly line in the world. One hundred skilled operators will perform intricate operations and, as if by magic, a sheet of steel and 1,600 other mechanical and electrical parts will be transformed into a gold-plated edition of the standard six-tube auto radio receiver. Each of the sixteen hundred parts that go into the set will receive special handling, and as the set nears the end of the assembly line, the entire Bendix plant will be alerted by announcements over the public address system, Mr. E. K. Foster. Vice President and General Manager of Bendix Radio, will be on hand to witness the final assembly of the recordmaking radio.

WHO'S WHERE

Two Owensboro men have been appointed to supervisory positions at the General Electric Company's new electronic tube plant now under construction at Anniston, Ala., William M. Nave, manager of the Anniston Tube Works, announced recently.

G. M. Hearin has been appointed works accountant.

J. L. Finney has been named superintendent of building, grounds, and equipment.

John G. Seiler, executive vice president and general sales manager of **Tube Turns**, Inc., Louisville, Ky., has announced the appointment of Lincoln D. Hall as district manager in charge of the



L. D. Hall

Mid-Continent territory. Hall will make his headquarters in the Wright Building. Tulsa. He succeeds Robert S. Tyler, Jr., who has resigned to join the newly established Tyler-Dawson Supply Company, Tulsa.

H. R. Knust has been appointed superintendent of the mechanical department of Bethlehem Steel Company's Sparrows Point plant, succeeding L. F. Coffin who was recently made assistant general manager. Mr. Knust, a graduate from the University of Maryland, has been with Bethlehem since 1940.

Charles T. Nichols has been named manager of the new lamp plant of Westing-house Electric Corporation, now under construction at Reform, Alabama.

Alexander Smith, Inc., announces the appointment of specialty salesmen in the following areas: Charles E. Lane, formerly New York representative for Calloway Mills, Inc., in the Southeast region, with headquarters in Atlanta, Ga., and Leonard Shaen, formerly with Monarch Rug Mills, in the Southwest region, with headquarters in Dallas, Tex.

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Industry Invests 140 Millions In North Carolina

More than 100 new industries began or planned construction of plants in North Carolina in 1951, and over 50 industrial establishments constructed or began major additions during the year, a survey by the State Advertising Division shows. Total investment in new plants and expansions exceeded \$140,000,000.

The Advertising Division's survey of new industry in 1950 showed a total of 31 new industries and investments of \$104.000.000.

During 1951 Secretary of State Thad Eure issued charters to 1,426 new corporations. This was a slight decrease from the 1,455 new businesses incorporated in the State in 1950.

Paul Kelly, head of the North Carolina Department of Conservation and Development's Commerce and Industry Division, said textiles led among 104 new projects, with 43 plants begun or planned. Chemical and allied products were next, with 14. Others were: food and kindred products, 9; chemicals and allied products, 6; stone, clay and glass products, 6; apparel and other, 5; lumber and wood products, 4; furniture and fixtures, 4; electrical machinery, 3; non-electrical machinery, 2; tobacco, 1; paper and allied products, 1; professional and scientific, 1; and miscellaneous, 5.

Kelly said these new projects, totaling \$112,265,000, would provide jobs for approximately 18,641 workers at an approximate annual payroll of \$45,752,076. He added that 56 plant expansions totaling \$27,849,000 would add approximately 3,262 workers at an annual payroll of about \$7,852,108.

Progress was made on construction by several large industries which located in North Carolina in 1950.

Port of Charleston Sees 1952 Busier than Banner '51

According to Cotesworth P. Means, Chairman of the South Carolina State Ports Authority, the Port of Charleston can look forward to continued prosperity in the months to come. Charleston experienced its busiest year in 1951, shipping 351,993 tons of cargo over state docks. At the same time substantial new waterfront construction, additions and improvements and new steamship services have put the state's ports in a better position than ever before to serve world trade.

Commenting on the tonnage figure above, Mr. Means said: "While still only a small part of total port tonnage, this cargo represents newly-developed, "high value" commodities such as textiles, tobacco, Egyptian long-staple cotton, machinery and manufactured products. These have helped swell the annual dollar value of exports and imports through the port over the past five years from \$26 million to \$104 million.

According to figures released by the U. S. Collector of Customs at the port, December collections of \$205,635 brought the 1951 total to \$3,106,038, a new record sum, exceeding the 1950 collections by \$267,027. These totals are expected to increase even further in 1952.

During 1951 more than \$6,000,000 was spent on additions to waterfront facilities, new construction, and improvement to shipping terminals, impressive evidence that both public and private interests are keeping abreast of the demands occasioned by growing cargo movement.

The Authority acquires the \$2,000,000 Army ordnance pier, added a bulk handling facility and approximately \$378,197 was spend by the Authority on other improvements.

Improvement programs were also initiated by Charleston Shipyards, Inc., Charleston Tidewater Terminals, Inc., Pittsburgh Metallurgical Co., Hewitt Oil Co., and Southern Railway reactivated its coal pier and Gulf Oil began work on a new blending plant and cannery.

International Trade Mart Sponsors Trade Show Mar. 13-21

Manufacturers of gift merchandise in Europe and other sections of the world have been invited to participate in the 2nd International Sample Show, being sponsored by International Trade Mart, New Orleans, U.S.A., March 13-21.

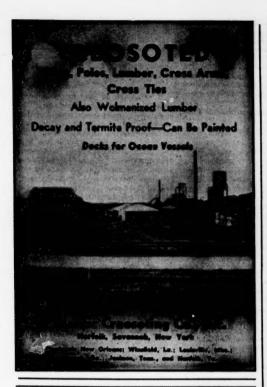
Clay Shaw, Mart managing director, said the show will offer an opportunity for manufacturers or exporters who are not currently represented in the Southern and Mid-Continent markets to show their wares to buyers of those areas.

The show, second of a permanent program of sample expositions sponsored by the Mart, is being planned to appeal to importers, distributors and retailers in the New Orleans area. In the gift merchandise category, Shaw said, the Mart plans to show the following: china and glass, housewares (not appliances), decorative accessories, jewelry, toys and novelties.

Manufacturers interested in showing at the 2nd sample fair, Shaw said, should send their lines to: 2nd International Sample Show, c/o Executive Offices, International Trade Mart, New Orleans, U.S.A. All packages should be marked: "Samples of No Commercial Value." In the case of manufacturers in Belgium, England, France, Italy, Philippine Islands, Norway, Netherlands, Canada and Cuba, the merchandise can be mailed to the Trade Commissioners of the respective countries in New Orleans.

In submitting their samples, manufacturers are requested to quote prices, preferable f.o.b. or c.i.f. prices, data on discounts, etc. Catalogues or other descriptive literature should be included when available.

All lines submitted, Shaw said, will be subjected to a market analysis by a special merchandising advisory committee composed of leading merchandising men from the New Orleans area.



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FINANCIAL NOTES

Stockholders of Ashland Oil & Refining Company, at annual meeting held January 21, at the offices of the company, voted to increase the authorized number of shares of common stock from 3,000,000 to 7,500,000. They also approved other changes of minor nature recommended by the management.

The directors declared the regular quarterly cash dividend of 50e per share on the common stock and \$1.25 quarterly dividend on the \$5.00 preferred stock, each payable March 15, 1952 to stock-holders of record February 25, 1952. The Board declared also a 100% dividend on common stock payable in stock on April 7, 1952 to stockholders of record as of March 3, 1952.

Board Chairman Paul G. Blazer announced that the 100% stock dividend, equivalent to a two for one split of stock, is independent of action which may be taken at next quarterly meeting of Board in accordance with the general policy of paying dividends in stock representing a substantial part of earnings in excess of cash dividends, as announced last year at time of payment of 10% stock dividend.

Mr. Blazer reported consolidated net earnings for the first quarter of fiscal year beginning October 1 of \$3,729,285, a gain of 25% over \$2,965,512 for the same period last year. This year's earnings were equal, after payment of preferred stock dividends, to \$1.42 per share on 2,498,174 shares outstanding as of December 31, compared with \$1.54 per share last year on 1,754,442 shares then outstanding. Sales and other income for the quarter were reported as \$60,115,778, an increase of 17% over corresponding \$51,346,495 last year.

At a special meeting held January 18, stockholders of the Republic National Bank of Dallas unanimously approved the \$6,000,000 increase in Capital and Surplus, it was announced jointly by Karl Hoblitzelle, Chairman, and Fred F. Florence, President.

Warrants representing rights have been issued to stockholders to purchase 150,000 shares of additional stock. Stockholders will be entitled to purchase one share of new stock at \$40,00 per share for each six shares now held. The right by stockholders to purchase the new stock must be exercised by or before 2:00 p.m. Central Standard Time, Wednesday, February 6, 1952.

The proceeds of the new capital increase will be divided equally between Capital and Surplus, increasing the Capital from \$18,000,000 to \$21,000,000 and the Surplus from \$18,500,000 to \$21,500,000 or a combined Capital and Surplus of \$42,500,000. Including Undivided Profits in excess of \$4,600,000 and Reserves of more than \$3,500,000, the increased Capital and Surplus will provide for a Capital Structure of over \$50,000,000.

A syndicate of investment bankers has underwritten the new stock and is headed by Walker, Austin & Waggener: First Southwest Company; and Dallas Rupe & Son. Other underwriters include: Dallas Union Securities Co.; Merrill Pierce, Fenner & Beane; Lynch. Rauscher, Pierce & Co.; Sanders & Newsom; Dewar, Robertson & Pancoast; Elliott & Eubank; Russ & Company, Inc.; Schneider, Bernet & Hickman; R. A. Underwood & Co., Inc; Binford, Dunlap & Reed; Dittmar & Company; Henry-Seay & Co.; Hudson, Stayart & Co.; Jud-

son S. James & Co., and Frank Miller and Co.

Stockholders of Merritt-Chapman & Scott Corporation authorized, Jan. 15, a \$5,000,000 issue of convertible preferred stock designed to meet the working capital requirements of the company's expanding volume of operations in a wide field of industrial, building, marine and heavy construction, both in the United States and abroad. In addition to its construction operations, the company is active in the fields of marine salvage and derrick heavy hoisting.

West Virginia Pulp and Paper Company produced and sold more paper, paperboard and chemicals during fiscal year 1951 than for any year in its history, but net income for the period dropped \$2,000,000, it was disclosed in the company's annual report to stockholders.

Net income for the year ended October 31 was \$10,326,000, compared to \$12,-262,000 in 1950. These earnings amounted to \$10.80 per share in 1951, as compared to \$12.93 in 1950.

David L. Luke, Jr., president, pointed out that the decline in earnings was a result of the rise in federal taxes which increased the company's income tax burden from \$8,000,000 in 1950 to \$13.500,000 in 1951.

An increase in capitalization of the City National Bank of Houston from \$10 million to \$15 million has been approved by the bank's sttockholders, James A. Elkins, Jr., president, has announced.

The increased capitalization will make it possible for the bank to meet a need for expanding banking service and facilities in the Houston area of "growing industries and a maturing economy," Mr. Elkins said.

Under the plan approved by the stockholders, both surplus and capital stock will be increased from \$5,000,000 to \$7,-500,000 each, raising total capitalization to \$15 million.

This will be accomplished by transfer of \$2 million from undivided profits, to be divided equally between capital and surplus, and issuance of 75,000 additional shares of capital stock

A stock dividend to shareholders of one share for each five shares owned will result from the allocation of the \$1 milion of undivided profits to the capital account, Mr. Elkins said.

Present shareholders will be offered the 75,000 shares of new capital stock at a price of \$40 per share, at a ratio of one share for each four shares held.

A certificate of right to purchase will be issued to each shareholder indicating the number of shares he is entitled to purchase at \$40 per share, Mr. Elkins said. All certificates of right to purchase will be assignable and may be disposed of by the owners.



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PEBRUARY NINETEEN FIFTY-TWO

BUSINESS NOTES

Hewitt-Robins, Inc., will move its headquarters offices from 370 Lexington Avenue, New York, to Stamford, Conn., about April 1st, it was announced by Thomas Robins, Jr., President.

Hewitt-Robins is a leading producer of belt conveyor systems, vibrating machinery, industrial hose and foam rubber products, with major, plants at Buffalo and Staten Island, N. Y., and in Passaic, N. J., with branches throughout the world.

Changes in the Fairbanks-Morse sales organization as announced recently by Robert H. Morse, Jr., President, are as follows

W. B. Wylly, formerly Manager of the Houston, Texas, Sub-Branch, has been appointed Manager of the Atlanta Branch.

L. A. Weom, formerly Manager of the St. Louis Branch, has been transferred to St. Paul where he has taken over the duties of Branch Manager succeeding A. C. Thompson who has retired after 45 years of service..

Clifford J. Schroeer, formerly Diesel Department Manager of the St. Louis Branch, has been promoted to Manager of the St. Louis Branch succeeding L. A.

Appointment of a new district sales manager and a new factory representative was announced recently by Wenzel

A. Lindfors, sales manager for New York Belting and Packing Co.

Carl G. Link, Jr., formerly Chicago factory representative, was named northern district sales manager covering the states of Iowa, Indiana, Illinois, northwestern Pennsylvania, northern Ohio, southern Wisconsin and northern New York, He will make his headquarters in Chicago.

William I. Butler, formerly factory representative in Memphis, Tenn., was named southeastern district sales manager covering all of the southeastern section of the country from the Mississippi to the Atlantic Coast. He will make his headquarters in Memphis.

Wayne E. Law, formerly in the Houston office of the company, has been named oil field factory representative in the Rocky Mountain states with headquarters in Denver, Colo.

Thomas J. Harris announces the opening of his own advertising agency offices at 221 No. LaSalle Street, Chicago, servicing the following accounts: Trinity White Cement, Waylite lightweight aggregates, Advertising Checking Bureau Research Services, Nutritional Research Associates vitamin products and concentrates.

Since January, 1938, Mr. Harris has been vice president of the Hamilton Advertising Agency, Chicago, and had an active part in its reorganization following the founder's death in 1943. Previously he had been Chicago manager of the Potts Turnbull Advertising Agency. . . .

Fred P. Biggs has been elected a vice president of American Brake Shoe Company, according to an announcement by William B. Given, Jr., Chairman of the Board. Mr. Biggs is also president of the company's Brake Shoe and Castings Divi-

George L. Jordy has been appointed Manager, Chimney Division, of The Rust Engineering Company, according to an announcement by S. M. Rust, Jr., company president.

Formerly Assistant Manager of the Division, Mr. Jordy succeeds Mr. Eric Plagwit who was elevated to the newly created position of Special Representative and Chimney Consultant.

Clyde H. Slease has been appointed administrative assistant to the president of the Dravo Corporation, Pittsburgh, Pa. . . .

Gerrard Steel Strapping Co., a U. S. Steel subsidiary, will transfer its Southern Division plant and offices from New Orleans to Birmingham, and will be located at Ninth Avenue and 20th Street, North.

Expansion of the plant of the Central Foundry Company, Holt, Alabama, is nearing completion in preparation for starting work on a \$10,000,000 shell contract for the United States Army.

. . The Virginian Railway has announced that effective February 1, the following appointments are made:

Mr. R. E. Tissue, General Agent, with office at 207 National Bank Building, Wilson, N. C., succeeding Mr. J. A. Bazemore, deceased.

Mr. Harry Paul, Jr., Commercial Agent, 1217 Liberty Life Building, Charlotte, N. C., succeeding Mr. R. E. Tissue, promoted.

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